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ARNOLD: THE DECEIVENATOR {page 21}

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Branson on drug policy: America's war on blacks

- Entrepreneur, drug laws campaigner, labels U.S. policy 'racist'
- Demands fresh approach where addiction is treated, not punished
- Metro's Global Guest Editor {page 09}

local

Hustle and bustle attracts America again

- Urban centers in big cities gained lots of new residents since turn of century {page 02}

election 2012

Could first debate save Romney?

- New poll shows scale of challenge for GOP {page 08}

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Back to the big city

Philadelphia helping fuel the 21st century charge by putting people back in cities ◗ Double-digit percent gains in downtown, urban areas in past decade ◗ Developers providing new condos, townhomes

RICARD LABMA/METRO

▶ Many people are changing residences to get a better view of Philadelphia's skyline.

Big growth downtown

The population growth in many metropolitan areas over the last few years is due to a significant increase in the number of people living downtown, according to a new report from the Census Bureau.

- The report showed that between 2000 and 2010, metropolitan areas with 5 million or more people saw double-digit percent gains in their downtown areas, defined as areas within two miles of the region's largest City Hall.
- Chicago saw the biggest uptick downtown, but New York, Philadelphia, San Francisco and Washington, D.C., also posted large increases close to City Hall.
- In the Philadelphia metropolitan area, which includes Camden and Wilmington, the downtown population in 2010 was 235,529, up nearly 10-percent from 2000.
- The study says the main driver of the trend has been younger, white, non-Hispanics.

For the past few decades, Toll Bros. was a name that was synonymous with the suburbs, building luxury homes that catered to those who preferred the quiet lifestyle as opposed to the hustle and bustle of city living.

But in 2012, the Horsham-based company's portfolio is evolving to reflect the burgeoning trend of people moving back into cities. It includes major projects in cities like Philadelphia, Brooklyn, N.Y., and Hoboken, N.J.

As evidenced by 2010 Census data, the decades-long population decline occurring in many cities, including Philadelphia, has reversed, meaning developers that once focused on the outlying areas are now swallowing up land in urban territories.

"We are buyers right now," said Brian Emmons, vice president of Toll's City Living Brand in Philadelphia. "We are actively pursuing land in Philadelphia. We've got the ability to pay cash and we can close very quickly."

Toll is constructing a 127-unit complex at 24th and South, right next to its Naval Square development, which was its first and only property in the city for several years. The project is a mix of townhomes and condominiums. The company also is set to begin construction soon on 68 condos at the NewMarket site in Society Hill.

"There's an influx of people moving into cities to be closer to jobs, entertainment and all the other aspects of living that cities provide," Emmons said. "They don't need the big home anymore and they want to be close to the activities that allow them to enjoy their life."

'Shockingly easier'

Deputy Mayor for Commerce Alan Greenberger said demand is not the only factor driving developers to invest in Philadelphia.

"Not only has the demand side shifted, but as a lot of developers are finding out, building in the city is sometimes shockingly easier than building in the suburbs. This has to do with people in the city and this city getting our systems together, making them easier to use and a more development-friendly place," he said.

Greenberger pointed to the city's new zoning code, adopted earlier this year to update zoning classifications, and the efforts to simplify the maze within the Department of Licenses and Inspections.

SOLOMON D. LEACH
sleach@metro.us

In the news

$19.2M

Expenses for Penn State University on legal fees, public relations firms and consultants to handle the fallout from the child sex abuse scandal of former assistant football coach Jerry Sandusky, according to figures released yesterday on a school website. METRO

In the news

Jobs lost in public

New Jersey's economic recovery is hindered by the elimination of 61,200 local and state government jobs and Gov. Chris Christie's spending cuts, according to a report issued yesterday. The 2011 average unemployment rate of 9.3 percent would have been 8 percent with those public positions untouched, according to the study by non-partisan New Jersey Policy Perspective. METRO

No charges for Guzman; city cop faces dismissal

PHILADELPHIA. The woman punched in the face by a city police officer will not face criminal charges, the city District Attorney's office said yesterday.

Aida Guzman, 39, of Chester, had been charged with disorderly conduct following the punch, which was captured on cell phone video and posted on YouTube. The video quickly went viral, drawing national media attention and forcing police to launch an Internal Affairs investigation into Lt. Jonathan Josey.

Commissioner Charles Ramsey announced that Josey, who was caught appearing to punch a woman in the face during Sunday's Puerto Rican Day Parade, will be suspended for 30 days with the intent to dismiss, effective today. METRO/SDL

News in brief

Riders on casino shuttle faked injuries, DA alleges

CENTER CITY. Several people who hoped to hit the jackpot at SugarHouse Casino have been arrested on charges of faking injuries in a minor accident on the casino's shuttle bus.

The defendants have all been charged with insurance fraud and theft by deception in the feigned injuries incident on May 7.

9

People charged by the District Attorney's Office Insurance Fraud Unit, which announced a crackdown last year after SEPTA noticed a spike in fraudulent injury claims.

Twenty-six passengers were on board SugarHouse's customer shuttle when it grazed the mirror of a SEPTA bus at Seventh and Market streets.

Prosecutors claim that surveillance video aboard the shuttle shows that none of the passengers made any sudden movements indicating injury when the incident occurred, and that there was no damage to the shuttle bus mirror.

METRO/SDL

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In the news

Robber gets more than he can handle in attack

SOUTH PHILADELPHIA. Police are looking for a man wanted for an armed robbery that was caught on surveillance.

The victim, 21, was walking on South Rosewood Street when the suspect approached him. After a brief conversation, the suspect pulled a gun and took the victim's phone. The suspect then forced the victim to remove money from an ATM at Broad and Jackson streets, according to police. He also led him to a nearby 7-Eleven to get more money — but while in the store, the victim fought with the offender. Store surveillance video shows the victim grab the robber from behind and struggle with him. The robber then gets his arm free and points the gun at the victim before fleeing the scene. METRO

ATV supporters argue for private park in Philly

Hearing on use of off-road vehicles devolves into park debate City Hall says no public land available

Philadelphia's ATV argument raged on during a City Council committee hearing yesterday considering legislation further penalizing and restricting the use of the off-road vehicles within city limits.

Some Council members also seemed to agree that a legal riding outlet is a necessary companion to the stepped-up enforcement.

"Ultimately, what this gathering has proved to me is that we are really preaching to the choir," Councilwoman Blondell Reynolds-Brown said, noting that the majority of the participants shared the same objective. "Our ultimate goal is finding nonpublic, nonpark land … where we can create an ATV park."

A surprisingly diverse group of people appeared to support that goal, including a Yamaha Corporation official, a retired New Jersey police captain and even a pedestrian who lost her leg when she was struck by an ATV in West Philadelphia.

But not everyone was as supportive of the idea; a number of officials with Mayor Michael Nutter's administration testified against the construction of an ATV park in the city.

"We simply do not have the public space here in Philadelphia to allow the safe operation of these vehicles and create a buffer to prevent community and environmental disruptions," Deputy Mayor Michael DiBerardinis said, adding that the cost would amount to 12 percent of the annual municipal operating budget and that the city has already spent more than $250,000 repairing ATV damage to park lands.

ALEX WIGGLESWORTH
awigglesworth@metro.us

RIKARD LARMA/METRO

City officials say they have spent $250,000 on damage by ATVs.

Myth busting

Some of the myths about the impossibility of creating an urban ATV park that were dispelled yesterday included:

- There is not enough space in Philadelphia: "Any space is a good space, if it's 20 acres, 30 acres or 40 acres," said Yamaha official Kevin DeCew. "It doesn't take much to build an area, it just takes the proper maintenance and funding."
- The cost would be insurmountable: To the contrary, many testified about the money a park would bring into the city, from out-of-state tourists who would spend dollars at surrounding concessions to off-road vehicle sanctioning organizations that would jump at the chance to hold competitions and sponsor riders. Many vehicle manufacturers also offer financial assistance — Yamaha alone has donated more than $2 million since 2008 to build facilities in 39 states.

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‘Psychotic episode’ blamed for nude family

The attorney representing a Philadelphia woman who stripped naked along with her three children outside Upper Darby High School earlier this year said medication was to blame for the psychotic episode.

Sharmil McKee, the attorney for Sara Butler, 44, told a judge Tuesday that Butler was taking several contradictory medications for lupus that triggered the March 16 episode.

“What was driving Mrs. Butler that day was that she thought the world was coming to an end and wanted to have her children near her at that time,” McKee said Wednesday.

Butler and her two adult daughters, Joanne, 23, and Bessie, 22, along with her 14-year-old son, went to the school to remove one of Butler's biological children from class, but were denied because she did not have legal custody of the child. They began singing religious songs and laid down outside the school, but were forced to leave by security.

They returned three more times — and on the third time, the family stripped naked and ran around the lot.

Because they did not realize what was happening, McKee said, the adult children did what their mother told them.

▶ Caught on camera.

“In order to please the lord, Miss Butler felt that she needed to exit the world in the same manner that Adam and Eve entered the world, and to do so she needed to be naked.”
MCKEE

Guilty pleas

- Butler pleaded guilty to indecent exposure, disorderly conduct, simple assault and corrupting the morals of a minor and was sentenced to one year probation, a $500 fine and was ordered to stay away from the school, the Times reported.
- Joanne and Bessie Butler also pleaded guilty to indecent exposure and disorderly conduct and received probation.

SOLOMON D. LEACH
sleach@metro.us

Winter. Snow forecast

▶ Unlike last year’s tame winter months, the cold season is expected to pack a punch this time around.

RIKARD LARMA/METRO

Storms on the horizon for Philly

Philadelphians shouldn’t expect another winter like last year, when only two storms struck the city and dumped just six inches on the city. Accuweather forecasters yesterday said “larger storms could unleash the above-normal snowfall.” Normal snowfall in Philly is 22.6 inches. METRO

In the news

After PSU balks, fracking study gets canceled

PENNSYLVANIA. A natural-gas driller’s group has canceled a Penn State University study of hydraulic fracturing after some faculty members balked at the project that had drawn criticism for being slanted toward industry.

The Marcellus Shale Coalition, which paid more than $146,000 for three previous studies, ended this year’s report after work had started, said Kathryn Klaber, coalition president.

The earlier studies were co-written by former Penn State professor Tim Considine, an economist now at the University of Wyoming who has produced research on economic and energy issues under contract to trade associations. The first study, in 2009, initially failed to disclose its industry funding. BLOOMBERG

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Metro photo challenge

▶ "Up Close and Personal — Camel in the Negev Desert, Israel" is by Sean Shapiro of Oreland, Pennsylvania.

Visit **www.metrophotochallenge.com** to submit your best photos to the world's largest photo competition and you'll have the chance to get published!

Delays dog US loans to green energy projects

A year after the U.S. government raced to meet a deadline to finish loan agreements with dozens of clean energy companies, less than half the total money promised has been handed over.

Technical questions and companies' own failures in hitting contractual milestones are behind some of the holdups.

But government officials fearful of taking a risk on firms that could collapse may have also caused some of the delays. The political firestorm after the failure of Solyndra, a solar panel maker that went bankrupt last year after receiving more than $527 million in a government loan, may have made the authorities wary, industry experts and investors say.

The Energy Department and some companies say the pace of disbursement reflects an appropriately cautious approach to handling taxpayer investment in nascent industries. In some cases, though, the rigid approval process for drawing on loans has frustrated recipients, who feel the government is withholding cash due to minor setbacks.

A Reuters analysis of data on payments to 19 solar, wind and geothermal power projects of the 26 in the Energy Department's portfolio shows that the pace at which funds have been released has been slow and uneven. Funding for the other seven loans, amounting to a combined $5.6 billion, comes from private lenders, with the Energy Department guaranteeing 80 percent of the principal. **REUTERS**

"One of the things it tells you is that the program became highly politicized and it gridlocked the process of doling out money."
THEODORE O'NEILL OF LITCHFIELD HILLS RESEARCH

SIR RICHARD SAYS

"I've been looking at the latest statistics on global warming, and it's terrifying — one mistake, Solyndra, it shouldn't affect all these other green companies. In my opinion, they should cancel all subsidies for dirty fuels and switch everything to clean fuels until we can get on top of the problems of global warming."

In the news

Decaying crickets odor fouls town

An unusually mild winter in the central Texas town of Waco has produced a smelly problem for local business owners: decaying cricket carcasses.

The lack of cold meant that the insects bred in record numbers — and according to locals, they're dying in record numbers, too.

As a result, decaying cricket bodies inside walls or on sidewalks are producing a foul stench, which has so far defeated all attempts at masking it.

Air-scrubbing machines have failed to get rid of the smell, affecting a bank, a drugstore and other local businesses. **METRO**

Egg choice

Fried or poached? It matters — because how you eat your eggs says a lot about your personality type, according to a new survey. It was carried out by the British Egg Industry Council which even suggests that what you eat for breakfast reflects your sex drive. The Council surveyed more than 1,000 U.K. adults and found that those who have their eggs:

- **Poached** — Are outgoing and friendly
- **Boiled** — Disorganized
- **Fried** — Have a high sex drive
- **Scrambled** — Are guarded
- **Omelet** — Are self-disciplined

SIR RICHARD SAYS

"I don't actually eat many eggs, is that a bad point or a good point?" [Finds out "fried" means you have a good sex drive.] "I'm definitely fried!" [Laughs]

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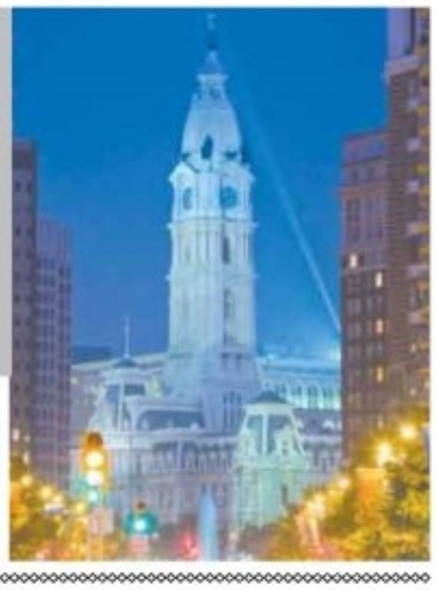

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Romney aggressor in debate war of attrition

Mitt Romney accused President Barack Obama last night of promoting "trickle-down government" policies that are burdening the U.S. economy, as the Republican candidate sought to use a high-stakes debate to right his struggling campaign before the November 6 presidential election.

As polls showed Obama with a slight edge among voters, Romney was the aggressor throughout the 90-minute encounter between the two rivals at the University of Denver.

The two men, standing side-by-side for the first time after months of brutal campaign attacks hurled at each other, clashed over taxes, healthcare and the role of government, reflecting the deep ideological divide in Washington.

The debate saw no haymaker punches thrown and not much in the way of one-line zingers. Instead, it was a war of attrition as each man used facts and figures to make his points and stress the differences between them.

Romney, however, may have done himself some favors with crisper answers than Obama, who sounded professorial and a bit long-winded despite his staff's best efforts to get him to give snappier comments.

The incumbent Democrat did put Romney on the defensive about his proposals for overhauling the U.S. tax system. REUTERS

JEWEL SAMAD/AFP/GETTYIMAGES

▶ T-shirts with pictures of Obama and Romney are for sale at a roadside stall in Denver.

By the numbers

Polls show scope of Romney's challenges

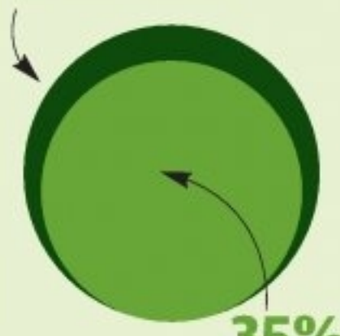
During the next five weeks — and two more debates — Republican candidate Mitt Romney will make an appeal to voters aimed at overcoming President Barack Obama's campaign, which has outflanked his own for much of the past four months. Romney enters the final sprint to the Nov. 6 election behind in national polls and trailing in most of the nine or so politically divided "swing" states that are likely to decide the election. Just as important, Romney trails Obama among likely voters on a broad array of issues and personal ratings that reflect the scope of the challenge Romney faces in trying to come from behind and snatch the presidency from the Democratic incumbent.

Reuters/Ipsos polls indicate that Obama has small leads over Romney on questions about which candidate would best handle the economy and who could create more jobs, even though Romney has made his business experience as the head of a private equity firm the centerpiece of his campaign. Likely voters are particularly supportive of Obama on more personal issues. Romney, who has been portrayed by Democrats as out of touch, trails Obama by about 30 points among voters who were asked which candidate was more likable. REUTERS

Tax burden

Polls show that potential voters think Obama would better handle taxes.

45%
SAY OBAMA'S BETTER

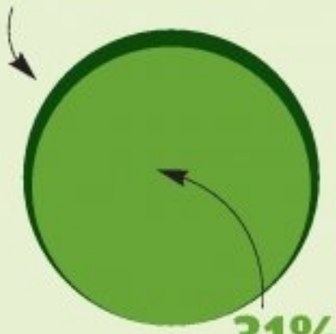


35%
SAY ROMNEY'S BETTER.

Securing society

Polls show that voters think Obama would better deal with Social Security.

35%
SAY OBAMA'S BETTER



31%
SAY ROMNEY'S BETTER.

Obama said

"We ended up moving from surpluses to deficits and it all culminated with the worst recession since the Great Depression."

8.1%
Romney zeroed in on weak economic growth and 8.1 percent unemployment.

Romney said

"I'm concerned that we're on the path that's just been unsuccessful. The president has a view very similar to the one he had when he ran for office four years ago, that spending more ... regulating more ... trickle-down government ... would work."

Body language

Sara Canuso, president of Philadelphia-based personal image firm "A Suitable Solution," talks body language:

- Romney is doing well with his facial expressions — they're coming off as natural and genuine.
- Obama is keeping his eyes focused downward as Romney is speaking to him, a sign that the incumbent may not want to hear what Romney is saying.
- It seems like Obama hits a sore spot when he mentions Romney's proposed tax cut package. Romney shows signs of frustration.
- As the candidates delve into the deficit, Obama's is still defensive.
- Obama comes off as warm and genuine while discussing his grandparents in the context of Social Security, showing emotion in his eyes and using open-palmed, natural hand gestures.
- When Romney places his hand over his heart, "it's a sign he is sincere in what he is saying."
- Obama doesn't like it when Romney uses the word "Obamacare" — his tightened jaw shows a flash of defensiveness.
- Romney is in full-on defense mode while discussing his proposed healthcare plan.
- Education. Obama is warm, smiling and appears relaxed.

METRO/AW

Metropolitik

MICHAEL J. FROSCH
POLITICAL CORRESPONDENT FOR METRO

SIGNIFICANCE OF DEBATES IS DEBATABLE

Last night's presidential debate was certainly [electrifying/a snooze fest]. Despite some [mild/horrifying] gaffes and [snappy/cringe-worthy] zingers, the candidates managed to [clarify/confuse] their positions and make themselves seem more [likeable/repulsive]. [Reference new drinking game/hashtag/meme].

OK — as you may have already deduced, print deadlines required that I turn in this column before last night's debate, so the template above is as far as I could get. Feel free to circle the correct answers.

Though you are a person living in the time after the first 2012 presidential debate, it is unlikely that your knowledge of the immediate future has given you any advantage in predicting who will win the election. While I love debates, they are unlikely to have any effect on the outcome of the election.

An analysis of presidential debates from 1960 to 2008 compared polls taken a week before the first debate to polls taken the week after the last debate. The results were statistically unchanged in nine out of the last 10 elections for which debates took place. In the one outlier — 1976 — the candidate with the smoothest debate performance actually lost ground in the polls. These results are unsettling. I want debates to matter. Debates provide our best chance at catching an honest glimpse of the candidates and testing their ability to connect with the people they're competing to lead.

I think the entire campaign should be a nonstop series of debates of every format. I want week-long televised events where the candidates pick a team of experts and consult with them to propose solutions to hypothetical problems. I want to see how presidential candidates choose their advisers and how they wade through complex facts and conflicting advice to make decisions. I want to see how they negotiate, how they manage. I want to know what they do when they encounter a problem they haven't prepped a solution to beforehand. Why don't we test candidates on the skills that actually make for good presidents?

Though it probably won't, I hope last night's debate at least deserves to matter. And above all, I hope you didn't drink every time someone said "jobs."

Quoted

I want debates to matter. Debates provide our best chance at catching an honest glimpse of the candidates and testing their ability to connect with the people they're competing to lead.

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Branson labels US drugs policy 'racist'

Stirring the pot

L.A. council rescinds ban

The Los Angeles City Council voted to rescind a newly enacted ban on storefront medical marijuana shops on Tuesday, allowing the city to avoid a referendum next year that some officials said would likely succeed in reversing the prohibition. The Los Angeles City Council, in a blow to an industry that operates in violation of federal law, voted in July to ban pot dispensaries and replace them with a system that would allow up to three patients to collectively grow marijuana.

But medical marijuana advocates collected in August the necessary 27,425 signatures to put the decision to a March 2013 referendum vote. Under city rules, that put the ban on hold until the vote.

The backtracking comes a week after federal authorities moved to close about 70 such dispensaries. REUTERS

American drugs policy is a "war on black people" and results in the jailing of too many African Americans, billionaire entrepreneur and drugs law campaigner Sir Richard Branson told Metro yesterday.

Branson, who is a member of the Global Commission on Drug Policy, a body of leading figures and politicians campaigning for more effective drugs laws, said the U.S. approach to drugs was "racist."

"The fundamental difference in America, is that it is a war against black people in America. It's black people ... 85 percent of people who go to prison for drug use in America are black people. They don't take more drugs, but it's a racist law against black people in America," he said.

Branson was speaking at the Broadway offices of Metro New York, where he was Global Guest Editor for all of Metro's sister titles around the world.

Branson and the Commission call for a fresh approach, urging governments to treat addiction as an illness, best tacked by treatment and education, rather than as a crime.

He cited the example of Portugal, which has decriminalized drug use, although it continues to prosecute drug traffickers and dealers.

"The law should be changed. You've got something like 1.5 million people in American jails languishing for taking drugs and that is wrong. Those people would be much better being out in society, being helped if they have drug problem, getting off the problem," he added. He said orthodox anti-drugs policy had failed across the world.

"I am part of global commission on drugs, and it consists of 15 ex-presidents from South America, it consists of people like Kofi Annan, Paul Volcker, George Schultz, and ex-presidents from Switzerland and Greece and other places. And we just spent two years looking at the war on drugs and it is obvious it failed. Thousands of people in South Africa are killed every year, more and more people are sent to prison and the amount of people using drugs increases year over year."

He was reacting to the news that an American border agent had been killed in shoot out with a suspected Mexican drugs gang in Arizona.

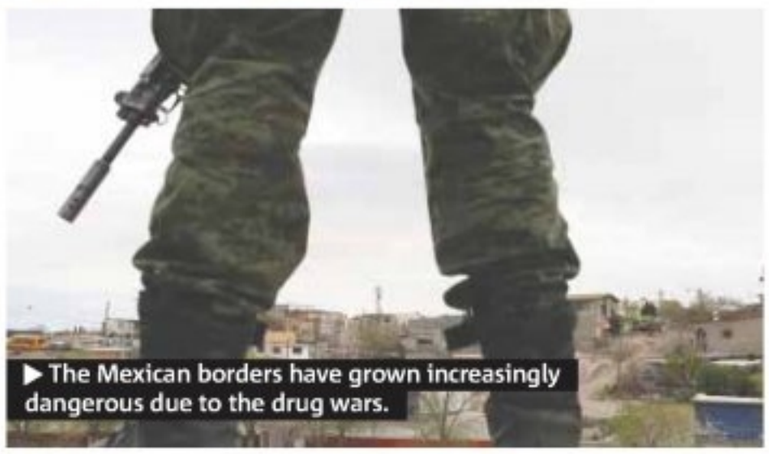
TONY METCALF
tony.metcalf@metro.us

GETTY IMAGES

▶ Guest Editor Sir Richard Branson

Quoted

"Those people would be much better being out in society, being helped if they have a drug problem, getting off the problem."
BRANSON



▶ The Mexican borders have grown increasingly dangerous due to the drug wars.

A Border Patrol agent was shot dead and another wounded when they came under fire early on Tuesday while responding to a tripped ground sensor in a drug smuggling corridor in Arizona, near the border with Mexico, authorities said.

Authorities said three agents were on foot about 5 miles north of the border when gunfire erupted well before daybreak but provided few additional details on the circumstances of the violence.

The shooting marks the fourth death of a Border Patrol agent in Arizona in less than two years and was likely to reignite concerns over border security in a state neighboring Mexico that is already at the forefront of the immigration debate. "Flags will be lowered in honor of the slain agent. Elected officials will vow to find those responsible," Gov. Jan Brewer said in a statement. REUTERS

Arrests made:

Mexican troops have arrested two suspects in the killing of a U.S. Border Patrol agent shot dead in Arizona while responding to a tripped ground sensor and the wounding of a second officer, Mexican security officials said last night. The two suspects were detained in a Mexican military operation in Agua Prieta.

Branson's right

Eugene O'Donnell is a former NYC police officer and prosecutor

We are a nation awash in legalized drug abuse. The alcohol industry has an obscene stranglehold on much of American life, especially professional sports. Big Tobacco knowingly sustains itself by hooking teens and pre-teens: they know that 25 year olds don't wake up and start smoking. Television is awash with the drug peddling of the pharmaceutical industry urging people with the most trivial maladies to demand a prescription drug from their doctors-or to just get an over the counter "remedy."

All of these commercially available drugs are regularly abused and have harmful, even lethal results. At the same time, drug users — the sad, not the bad, find themselves facing the sharp jaws of a justice system that takes those wrestling with the demons of abuse and jails and destroys them — in the name of saving them.

While the nation spends billions pursuing drug addicts and their enablers, thousands of perpetrators of crimes that hurt others, including murderers, go unapprehended. It is appallingly late to what is right here and stop the indecent criminalizing of our fellow Americans brought low through addiction.

"All of these commercially available drugs are ... abused and have harmful ... results."
O'DONNELL

Branson's wrong

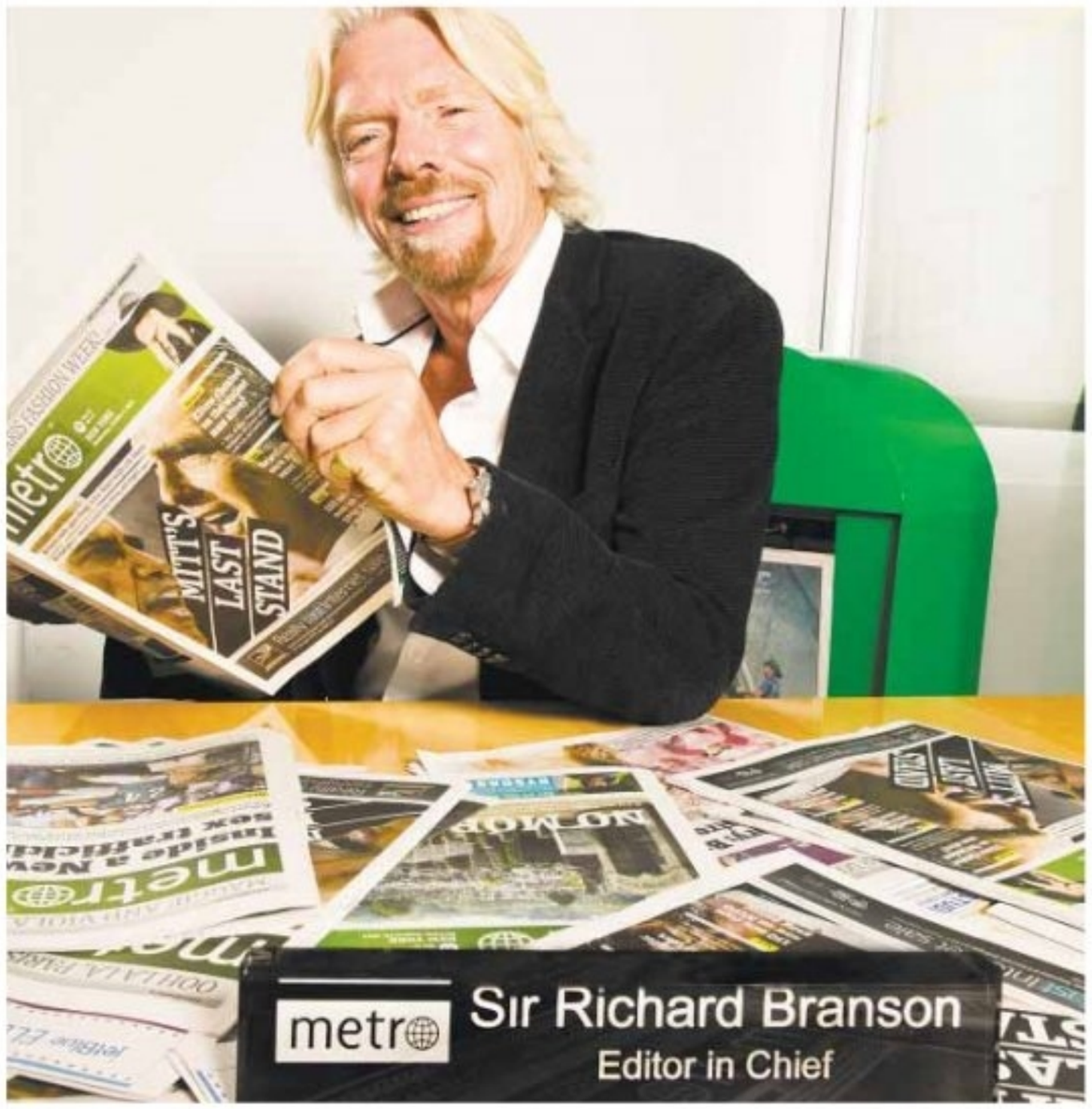
Heather MacDonald is a senior fellow at the Manhattan Institute and a contributing editor of City Journal

Sir Richard's arguments are as faulty as his data. Given that there were only 735,601 inmates in U.S. jails in 2011, it's hard to understand how there could be 1.5 million inmates in jail simply for taking drugs. Perhaps, however, Sir Branson doesn't understand the difference between a jail and a prison. There were 1.4 million inmates in state prisons in 2010, but the percentage of state prisoners incarcerated on a drug charge is under 20 percent.

The notion that drug laws represent a "war on black people" is equally ludicrous. The much-maligned federal crack law (since revised), the favorite bugaboo of the "drug laws are racist" crowd, was passed at the instigation of the Congressional Black Caucus. Queens Congressman Alton Waldon, calling for a federal penalty against crack in 1986, said of the crack epidemic then raging in New York: "For those of us who are black this self-inflicted pain is the worst oppression we have known since slavery ... Let us ... pledge to crack down on crack."

If the U.S. wants to legalize drugs, it should do so on the merits of the legalization argument, not because of a specious charge of racism.

"The notion that drug laws represent a 'war on black people' is equally ludicrous."
MACDONALD



A LETTER FROM THE EDITOR

It's been more than 40 years since I last edited Student Magazine, my first business venture, so I'm excited to be here in Metro's editor seat. With news going online and onto tablets and across channels such as **Virgin.com**, Twitter, Facebook, Google+, even Instagram, content is still a big part of my life and I know yours, too. Thank you for choosing to spend your break or commute checking out what's happening today that I find exciting and important.

Throughout the issue, the message you'll hear is the rally cry of every entrepreneur: In problems, there are opportunities. What may seem impossible is an exciting challenge. For example: While other airlines cut costs, we at Virgin choose to improve choice and control with the best entertainment system, fleetwide WiFi, and gorgeous Clubhouses to enjoy airport wait times. When retail banks are shrinking their lending, Virgin Money is growing, putting people first and striving to make everyone better off. While businesses ignore people and planet in their zeal for profits, Virgin Unite sees a chance to start The B Team **(bteam.org)** to help businesses improve how they do business without losing their business. When the government uses a faulty process that risks the taxpayers millions of dollars, Virgin Trains and its customers speak up and demand a better, fairer process. What problem have you turned into an opportunity? Tweet me at **@richardbranson:** I'm listening.

Media today offers fresh conversation, where the reader isn't the only one getting the message; the editor and staff listen and they respond. Listening and sharing ideas on different and better approaches to business and the world can make a wonderful difference in people's lives. What we read every morning is a reminder to not sit on our hands and feel powerless but to jump up and seize the day. There are problems to turn into opportunities! So read on and see how you can contribute to making the world a better place.

SIR RICHARD BRANSON

The Virgin magnate sits down with Metro to discuss sex, drugs and changing the world. "The more I go on in life, the more extreme ideas I have."

OUR GUEST EDITOR

BY MICHAEL FREIDSON
michael.freidson@metro.lu

"Hello, nice to meet you," says Richard Branson, extending an index finger instead of a hand. His pinkies are wrapped in bandages, and he winces in pain. Two days before, the Virgin Group founder, one of the world's richest men and notorious daredevil, set a world record for the oldest person to kite surf the English Channel, at 61. (A day earlier, his son Sam had set the record for the world's fastest crossing, at any age.)

Despite that, he's already back at his London office with a full day booked — and you can hear his voice echoing down the halls.

Inside this issue
Sir Richard's not a couch potato
Get moving, p 14

Branson's Virgin Group, founded in 1966, has an uncountable number of businesses, including an airline, a space shuttle and submarines, along with health clubs, charities and film company. He has also helped found organizations meant to save the world, such as The Elders, a group (featuring Nelson Mandela and Desmond Tutu) dedicated to solving global conflicts.

When not working, Branson plays, quite hard, on his own private Necker Island, in (where else), the Virgin Islands. His varied interests have one commonality: galling ambition.

Shall we begin? Congratulations on breaking the record this past Sunday.
Thank you very much. Do you kite surf? I'm afraid all my staff have to kite surf, otherwise you're going to lose your jobs. When am I going to be your boss?

Not until October. You haven't gotten the job yet. Think of this conversation as a job interview.
OK, OK. [Laughs]

While you were breaking that world record, I was supposed to run a 10K but ditched it. What separates me from you, besides the billions?
Well, I've got a gut feeling — I've only just met you — but I doubt there's much that separates us both, if you're going to go running 10K on a Sunday morning. You're somebody that says, let's live life to its full and give it a go. And my approach to life is, I'd much rather say yes than no — see what I'm capable of — and if my children say they're going to kite surf the English Channel, I don't want to be left behind. I want to be out there doing it with them. It's fantastic to keep fit and see what you're capable of.

Do you judge me for failing to run the 10K? Or would you judge me, if I was your actual employee?
I think, um — I think that people who make a point of trying to look after themselves, keep fit and healthy,

I'd definitely give them a tick over somebody who's let themselves go. If you're fit and healthy, you actually get three or four hours extra in per day, and that adrenaline kick from being fit and healthy — nothing beats it. Even alcohol and drugs.

Inside this issue

Screw business as usual!

Make the world better, p 19

And what about sex?
Um, yeah sex is pretty damn good as well. [Checks watch] Yeah, excuse me, I've got to [go have some] … [Laughs] No, yeah.

You're going to die one day — does that shadow fuel you?
I think that it's counterproductive to think about death, because … I don't like to think negative thoughts, and to me death is a negative thought. I try to find the best of everything in life. It can make you think, what's the point about certain things?

But death is a reality. Even though you're optimistic, you must deal with reality, especially as a businessman.
If you're an optimistic person, you can make optimism happen — you can bring your desires to fruition. If you're a pessimistic person, equally you can bring your worst fears to fruition. So I was brought up to be an optimist, to be positive. I love surrounding myself with positive people. I love to think that nothing is impossible. The more I go on in life, the more extreme ideas I have. So on the adventure side, we try to go to the bottom of the ocean, in a submarine, or go into space, both difficult technological challenges. But having almost realized those two dreams, I'm now setting us tougher challenges.

Can we come up with a cure for breast cancer, or prostate cancer, can we come up with a cure for diabetes? Can we get the best scientists in the world to not just think about taking people into space but to cure some of these problems?

To that end, you are interested in social entrepreneurism—businesses that make money by bettering the planet. Can I ask you something obnoxious first — can we compare wallets?
You know, I've never carried a wallet. Maybe it's how I've made my money: I never carry any money. [laughs] "Can I borrow a fiver?" [laughs]

Does someone carry around your credit cards?
You know, the funny thing about making money or being successful is nobody will let you pay for anything. So I'll be like, "I've made some money, I want to pay for it!" and they'll say, "No, no, no, of course not." So…

OK, so my point was going to be, your wallet is probably bigger than mine, and that you have more money than all our readers. And sometimes, starting or supporting social entrepreneurism can be expensive. The bad stuff — processed food, non-hybrid cars, etc. — is cheaper. What can a regular person do?
First of all, you have to analyze what a business is. It's one that is hopefully creating something that is going to make a difference in other people's lives. And if you're going to spend your life creating a business, it might as well be positive. Because if it makes a positive difference, it's likely to make you money. And if it's making you money, it'd be great if you could spend some of the money, or the time of the people around you, to tackle some of the problems of the world.

Inside this issue

Eye on the environment

Puma's environmental P&L gives new perspective, p 18

Inside this issue

Read this before you spark up

Should we end the War on Drugs? p 12

Right. But it gets tricky because some of the very desirable things leave quite a footprint. Like the amount of environmental damage just to make a iPod is staggering. Do you have an iPod?
Um, I have an iPad. And my footprint is horrendous! I've got 400 airplanes, a spaceship company, 100 trains, 100 train sets. Yet, on the profits I make from all these dirty businesses, we try to develop clean fuels, and we're close to being very successful on that. We've also got the Carbon War Room, a not-for-profit, to get gigatons of carbon out of business. And so on. We've by no means balanced our books, but we're trying. And I do think the answer to the world's problems are most likely not NOT to buy an iPad, but a technological answer.

You wanted this global edition of Metro to be about legalizing drugs. If drugs were legal, would you have a Virgin arm that sold drugs or opiates?
Because I'm on the Global Drug Commission, I've decided not to invest in medical marijuana, only because, I mean: I'm on the Global Drug Commission! To try to have drugs treated as a health problem, not a criminal problem. The war on drugs has patently failed. And in countries where they have treated drugs as a health problem, they've largely taken care of the problem. So I've decided as a businessman, it'd be unwise to get involved. I'd lose my credibility as an impartial commissioner.

That said …I brought a joint. Will you smoke it with me?
Um. Um. [Considers] Well, I would certainly, I would certainly, I would — right now, if I smoked a joint, I would keel over because I'm just managing to get my words out having had so much salt water in me after kitesurfing the Channel. But the — no look: As far as I'm concerned, I've told my children this as well, I'd be really pissed off if they started smoking cigarettes, because I don't want them to fuck up their bodies, but if they smoke the occasional joint, I wouldn't be unhappy. And so, one day, you and I will have a joint together.

Maybe when you guest edit.
You know, I do think the tide [towards legalizing drugs] is turning. Mexico just lost their president, who has waged this war on drugs — he lost the election. Colombia has just legalized marijuana in small quantities. My son's bringing out a documentary called "Taboo," a powerful film about this.

OK. We'll send you a lineup and we can work out some ideas.
It means the paper being brave, but fuck it. We could do what's going on in Portugal and Switzerland and Germany. I could get President Cardoso from Brazil to do a piece, I could get President Carter to do a piece.

WOODY HARRELSON ON...

... well, take a guess. The outspoken hemp activist tells us the war on drugs just isn't working.

NED EHRBAR
ned.ehrbar@metro.lu

As drunken Haymitch in "The Hunger Games," Woody Harrelson spends the series raving angrily about the oppressive government. In real life, he gets just as fired up when talking about marijuana legalization. A longtime activist, Harrelson has been arrested for planting hemp seeds and is on the advisory board of the law reform group NORML. This fall, he appears in the satirical documentary "How to Make Money Selling Drugs."

1 What are your thoughts on marijuana legalization?

To me, war, in general, is extremely lucrative. If war weren't so, there'd be less of it, and the same holds true for the war on non-corporate drugs.

And so when you talk about living in a free country, my definition would be that you can do whatever you want as long as you don't hurt someone else or hurt their property. Now, it may be bad for me to hit myself in the head with a ball-peen hammer, but it should be also my prerogative.

2 In L.A., pot dispensaries are legal, but police have cracked down on people without prescriptions.

Typical. What do you expect from government? More government. Now obviously pharmaceuticals, [the government has] got a hand in that, so there's no reason to try to clamp down on them.

3 So you think they're trying to roll back some of the progress...?

Naturally. If it wasn't a crime, there wouldn't be criminals. Wouldn't be cartels. It would be up to the individual. Anyway, my version of freedom is I'll do what I want. I don't give a shit what the laws are. I mean, as long as I don't hurt anyone, as an addendum to that statement.

MAKING PEACE

Drug legalization. Eleven years ago, Portugal introduced the world's most liberal drug laws. Metro checks in to see how — and if — it's working.

In 2001 Portugal scrapped criminal sentences for drug use. Instead of jail, drug users get treatment — and society benefits.

Portuguese can buy "magic mushrooms" and hashish in a number of specialty shops. Some refer to them as Dutch-style "smart shops," though they officially trade in herbal substances. But if you know where to find drugs, you can buy them without worrying about going to jail.

In fact, the police won't even put the drug users on trial. Instead, they are offered specialist medical and psychological treatment. That, say proponents of drug legalization, is a system other countries should adopt as well. Jeffrey Miron, a professor of economics at Harvard University, estimates that the United States government would save $41.3 billion on police, courts and jails if it legalized drugs — and earn another $46.7 billion on drug taxes. "The biggest benefit of drug legalization is the reduction in government expenditures, since tax revenues on drugs are harder to predict," he says.

Since liberalizing its drug laws, Portugal has made remarkable progress. The share of injection drug users has halved, to 0.5 percent of the population. Overall drug use is lower than the EU average.

"There are significant savings related to the burden on the judicial system, the prison system and the police," notes Professor Jose Pedro Portugal of the Department of Economic Studies at the Bank of Portugal. "On the other hand, the health system now has multi-disciplinary teams of doctors, psychologists, judges and social workers, which is also expensive. But there's no doubt in my mind that this system is very successful, though expensive."

But experts like Dr. Carlos Fugas, a psychologist who treats drug addicts in Lisbon, worry about the consequences. "People who buy in 'smart shops,' don't show up in the statistics," he says. Adds Dr. Manuel Pinto Coelho, a drug treatment specialist: "When people speed, we don't change the laws to simply allow speeding. Why do we have to accept drug use?" But, argues Miron, legalization

WORLD OF DRUGS

About 5% of adults used an illicit drug in 2010. You think it isn't much? It includes y grandparents and people in rural Africa! What drugs are they using? Do strict laws help prevent people from using them? How much will governments save after legalizing drugs and what would be the effect on society?

Estimated annual prevalence and number of illicit drug users at the global level, 2010, based on treatment demand figures.

TAX THE DRUGS?

If illicit drugs were legalized and taxed as alcohol and toba

generate tax revenue of roughly $46.7bn

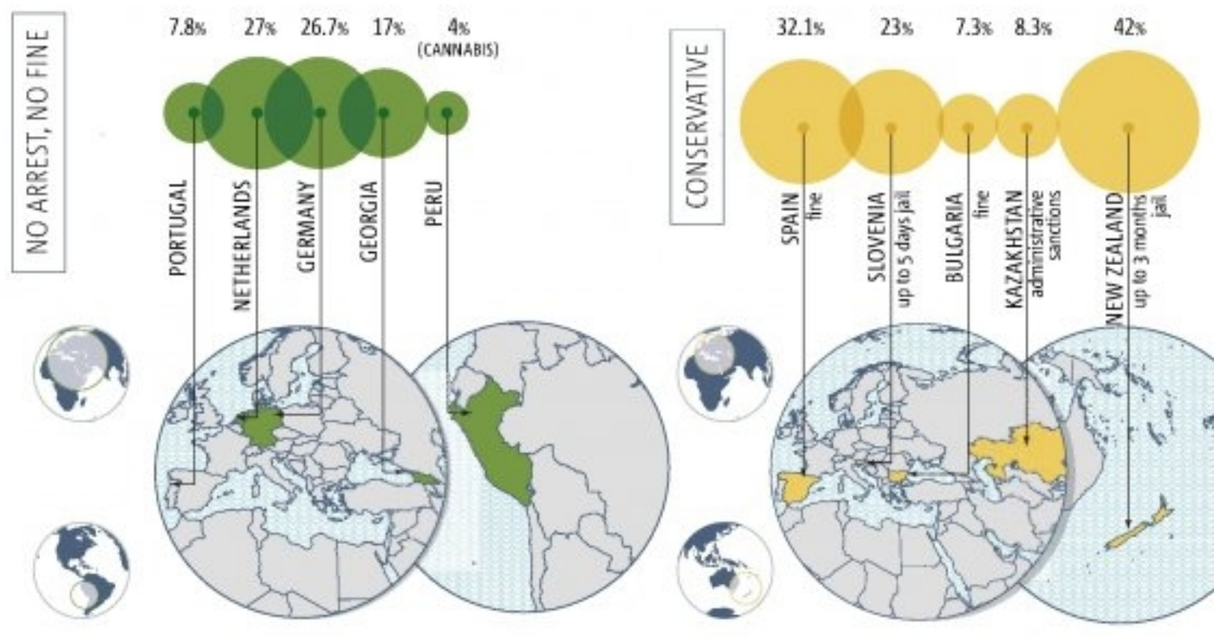
reduce government expenditure by $41.3bn

The total savings and taxes gain: $88bn

WHAT YOU CAN BUY WITH $88bn: 2 9 TOYOT

% OF POPULATION THAT HAS USED DRUGS

The figures say it all: strict laws won't slow down drug thrill-seekers. In conservative despite the threat of a 3-month jail term; while in liberal Portugal, only 7.8% have c



WITH THE DRUG WAR

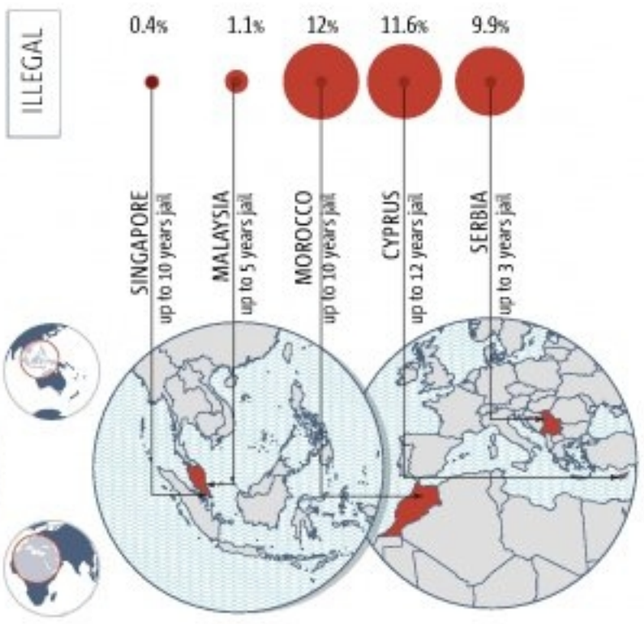
our

cco, in USA alone it would:

OR OR

30 000 CAMRYS | 334 600 AVERAGE HOUSES | 35 MARS MISSIONS

e New Zealand, 42% of locals have tried drugs, dabbled in narcotics.



still makes sense: "Whether drugs are legal or not impacts the wealth of the people who use them. If drugs are illegal, it pushes the users underground and exposes them to criminality. That affects the whole society."

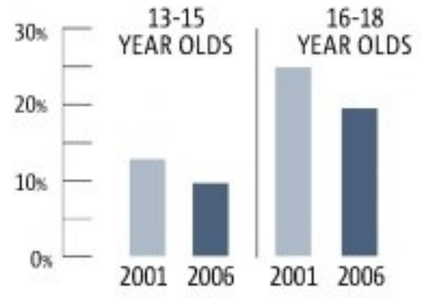
ELISABETH BRAW
elisabeth.braw@metro.lu

SOURCES: UNODC, UNICEF, EMCDDA, CATO INSTITUTE
TEXT: DANIEL DENISIUK, GRAPHIC: MIA KORAB

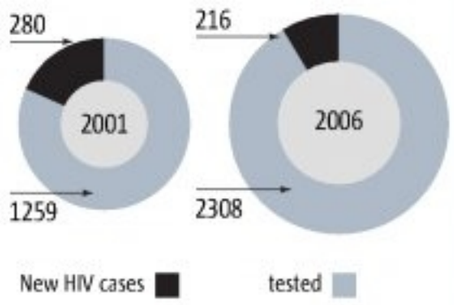
PORTUGAL: CASE STUDY

In 2001 Portugal decriminalized all drugs for personal use. While many politicians lamented such a bold move, drug use, HIV rates and number of deaths related to drugs dropped significantly!

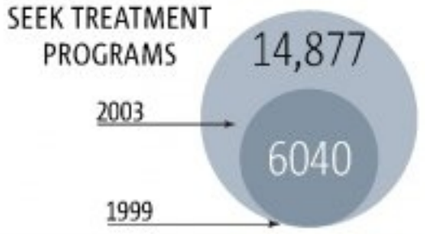
SHARE OF DRUG USERS



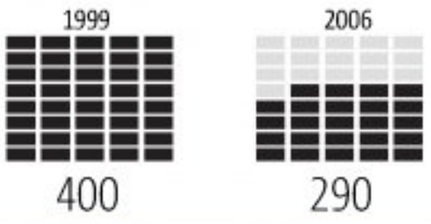
NEW HIV CASES AMONG DRUG ADDICTS



WILLINGNESS TO SEEK TREATMENT PROGRAMS



DRUG-RELATED DEATHS



Analysis

"More drug liberty would save lives"

LUIS FARIA
President, Contraditorio think tank, Lisbon

How has drug use legalization impacted the Portuguese?
Any liberalization has a positive impact on consumers and taxpayers. However, in Portugal only consumption was decriminalized; trafficking is still illegal. Drug dealers still don't pay taxes. However, there are fewer drug arrests and this in turn may have consequences such as a larger supply of free, legally employed men. Violent crime is largely a side-effect of drug prohibition, not of drugs. More liberty would save lives.

Drug legalization proponents often say that fighting drugs is a waste of government money.
Between 2004 and 2010 the number of drug addicts treated by the National Health Service increased from 30,266 to 37,983. Health is the drug-related public expenditure topic where the most taxpayer money is spent. But to accurately demonstrate if this policy was an economic success we would have to compare the evolution of costs with the drug-related jailed population, security and drug addicts under treatment in public health services and such data are not available.

The number of Portuguese drug addicts has increased since the economy went sour. Why?
I can only see alcohol as an explanation. Alcohol is still the cheaper drug and it ruins far more lives, destroys more families and kills than all illegal drugs put together.

ELISABETH BRAW

Made in California. Homemade dope puts cartels out of business

Doctor special, no gang can compete with that offer. / GETTY IMAGES

Since the 1990s, Californians suffering from chronic illnesses have been able to buy marijuana. Last year, the state passed an even more liberal drug law. Californians can now buy up to 28 grams of marijuana. Drug legalization supporters say doing so would minimize Mexican drug cartels' profits. Marijuana consumed in California only accounts for 2-4 percent of Mexican cartels' revenues. Even so, Californians could put the drug cartels out of the pot business: Californian pot is cheaper than Mexican even if it's taxed. **MWN**

Prostitution. Should the world's oldest profession be legal, too?

Many countries are go go for legalising prostitution. / GETTY IMAGES

Earlier this year, a Canadian court ruled that banning brothels puts prostitutes in danger as it forces them onto the streets. Prostitutes can now rent apartments for their trade and form business relationships. In Amsterdam prostitutes operate freely, while Spain turns a blind eye.

And more countries are considering legalization, arguing that regulating it reduces crime and is safer.

But according to Rachel Lloyd, executive director of Girls Educational and Mentoring Services in New York City, claims that legalizing prostitution makes it safer for women have not been proven. **MWN**

What Portugese think of the decriminalization of drugs use?

"I'm all for this law of the decriminalization of drugs use in our country. Every citizen has freedom of choice towards their own choices. However, they must suffer the penalties of the society in which they live."
Catarina Silva, student, 20

"I am in favor of private consumption decriminalization and against the penalty, because every citizen is free to make his own choice. Nobody should be punished for self-inflicted harm."
João Ricardo, student, 23

The new school for oceans preservation

Environment. The Ocean Elders, other conservation groups, see initial success.

A school of fish in the waters of Palau. / © ALEX HOFFORD / GREENPEACE

CO_2 emissions. Garbage. Pollution. Even space capsules and atomic bombs. What we humans don't want, we dispose of in our oceans — and at the same time, we rob them of their fish.

The good news is that a growing corps of governments, corporations, private individuals and ocean-conservation groups like the Ocean Elders are taking action. The Ocean Elders, funded by Richard Branson, consists of leading ocean explorers and scientists like Sylvia Earle, the oceanographer and TIME hero. "A lot of great work is being done by many organizations, but we felt they weren't getting the attention they deserve," Ocean Elder founder and CEO Gigi Brisson tells Metro. "Our members are a mixture of scientists, musicians and businessmen, and through our connections we're able to open doors for marine conservationists and amplify their message."

At least in one area, the results of all these efforts are already emerging. "There has been a marked change in people's attitude towards overfishing", says George Duffield, the renowned underwater photographer. "Overfishing is the world's largest solvable problem, and solving it doesn't have a downside. It's not like global warming, where ordinary people feel they can't do anything to solve it." Duffield co-produced "The End Of The Line," the 2009 documentary that put overfishing on the public's radar. "Supermarkets have completely changed the way they source the fish," adds Duffield, co-founder of the Blue Marine Foundation. "Now many do so sustainably, and restaurants are following. Healthy fish stocks are key to healthy oceans.

Last year, fishers caught a record 154 million tons of fish, according to Worldwatch Institute. But only 64 tons of fish were taken from the oceans; the rest came from aquaculture (farmed fish). In 1989, the high-mark of ocean fishing, 90 million tons of fish were taken from oceans. "But the oceans are still being emptied very quickly," explains Oliver Knowles, an ocean expert at Greenpeace. "Every year, fishing vessels get faster and more effective. 90% of larger predatory species like halibut have already been fished out."

Carbon emissions and pollution, the other two main threats to the world's oceans, remain trickier to fix. Rivers transport factories' toxic waste to oceans, where vast quantities of plastic debris also end up after being thrown from ships or on shores. "Plastic needs a technological answer", says Duffield. "Scientists have to find a way to make plastic biodegradable, and not just for the sake of the oceans."

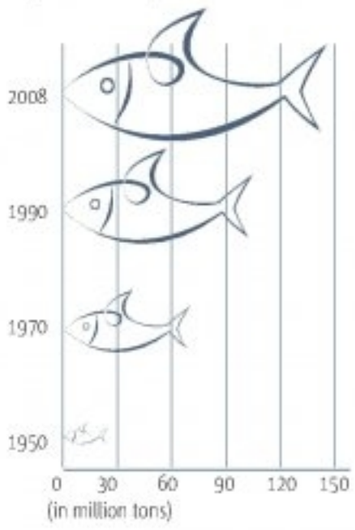
Carbon emissions, of course, remain the subject of complex international negotiations on climate change. Notes Knowles: "We're only beginning to realize how serious the impact of climate change on the oceans is."

The scientific consensus today is that marine reservations present oceans' best opportunity to recover. "Australia just announced a marine protective area", notes Brisson. "That's very good news, and but we need to accelerate the work if we want to save the oceans."

ELISABETH BRAW
elisabeth.braw@metro.lu

FISHY FACTS

World capture fisheries and aquaculture production



GRAPHIC: MIA KORAB

SEVERELY THREATENED SPECIES

SOURCES: FAO, GREENPEACE

Harder, Better, Faster, Branson

Sir Richard Branson is committed to good health, reinvention — and is always the first to laugh at himself

1 Fitness. Virgin Active

Get thee to the gym! Sir Richard's no stranger to jazzercise. You gotta admit, the man looks good in a sweatband. CONTRIBUTED

2 Swimming. Triathalons

Sir Richard competes in the 2011 Virgin Active London Triathlon at ExCeL Centre, London last year in London. BEN PRUCHNIE/GETTY IMAGES

3 Drag. The man loves a good dress

Virgin Brides may have been short-lived, but it didn't stop Sir Richard from donning a gown for the special occasion.

4 Kite surfing. World record holder

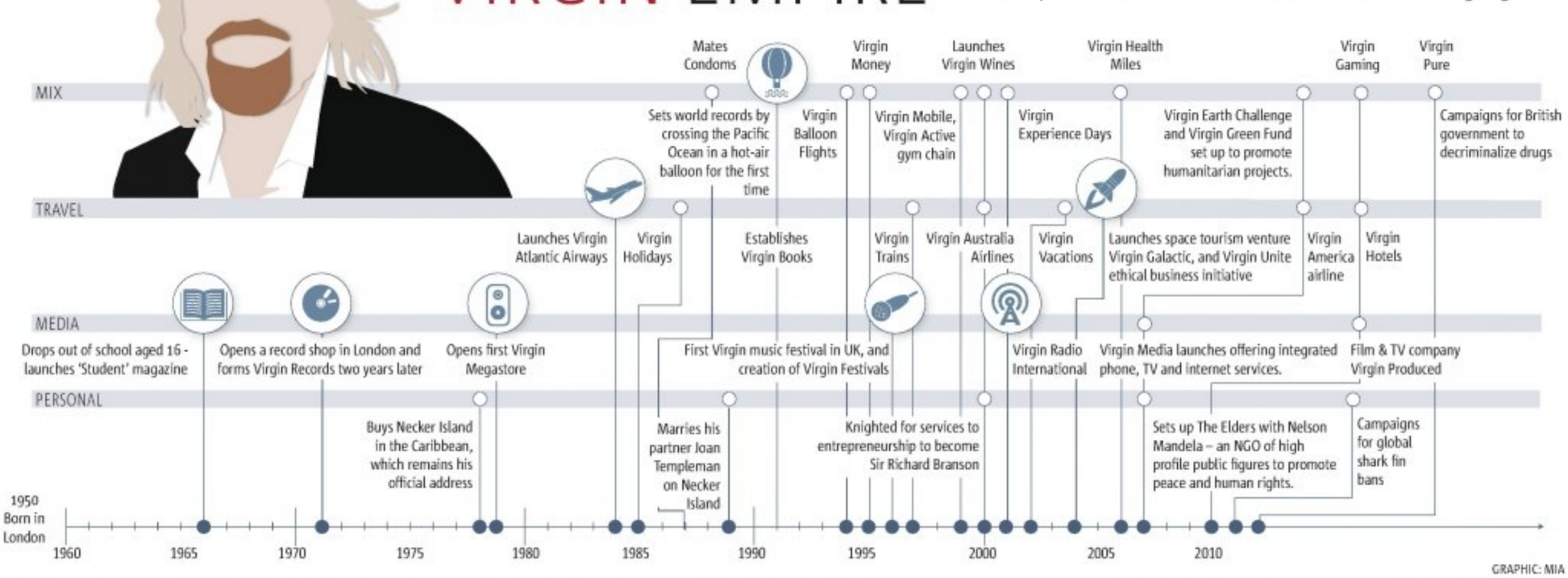
Sir Richard became the oldest person to kite-surf the English Channel in July. The crossing in 3 hour and 45 minutes set a new Guinness World Record. CONTRIBUTED

5 Climbing. French ascent

Sir Richard climbed Western Europe's highest peak, Mont Blanc, this summer to launch a new charity. CONTRIBUTED

SIR RICHARD'S VIRGIN EMPIRE

He has set world records crossing oceans in hot air balloons, is friends with Nelson Mandela and has a knighthood. In between all that, Richard Branson has founded and manages the Virgin Group, which has created more than 400 branded companies in 30 countries. Here's a look at his highlights.


MIX
TRAVEL
MEDIA
PERSONAL
Mates Condoms
Virgin Money
Launches Virgin Wines
Virgin Health Miles
Virgin Gaming
Virgin Pure
Sets world records by crossing the Pacific Ocean in a hot-air balloon for the first time
Virgin Balloon Flights
Virgin Mobile, Virgin Active gym chain
Virgin Experience Days
Virgin Earth Challenge and Virgin Green Fund set up to promote humanitarian projects.
Campaigns for British government to decriminalize drugs
Launches Virgin Atlantic Airways
Virgin Holidays
Establishes Virgin Books
Virgin Trains
Virgin Australia Airlines
Virgin Vacations
Launches space tourism venture Virgin Galactic, and Virgin Unite ethical business initiative
Virgin America airline
Virgin Hotels
Drops out of school aged 16 - launches 'Student' magazine
Opens a record shop in London and forms Virgin Records two years later
Opens first Virgin Megastore
First Virgin music festival in UK, and creation of Virgin Festivals
Virgin Radio International
Virgin Media launches offering integrated phone, TV and internet services.
Film & TV company Virgin Produced
Buys Necker Island in the Caribbean, which remains his official address
Marries his partner Joan Templeman on Necker Island
Knighted for services to entrepreneurship to become Sir Richard Branson
Sets up The Elders with Nelson Mandela – an NGO of high profile public figures to promote peace and human rights.
Campaigns for global shark fin bans
1950 Born in London
1960
1965
1970
1975
1980
1985
1990
1995
2000
2005
2010

GRAPHIC: MIA KORAB

BEING SIR
THE MANY FACES

"Like a virgin, kissed for the very first time." OK, it's a Madonna hit – but Sir Richard Branson kissed by success. Today, Sir Richard's group, which runs some 400 companies in has over 50,000 employees and annual revenues of around $21 billion. An iconoclast and

ELISABETH BRAW
elisabeth.braw@metro.lu

1 Disarmament: Let's get rid of that old junk and save money

Twenty years ago, the United States and Russia had thousands of nuclear weapons each. The arsenal was called MAD, Mutually Assured Destruction, for obvious reasons. Today the world's nuclear powers still have hundreds of nuclear warheads, costing $1 billion per decade.

Sir Richard Branson and some 300 world leaders formed Global Zero, an organization that advocates eliminating all nuclear weapons.

"From a deterrent point of view, a country only needs 300 nuclear weapons," Sir Richard told Metro earlier this year. "Getting rid of nuclear weapons would save a lot of money and would solve many of the world's current deficit problems."

Global Zero now also has 400,000 members worldwide. "Global Zero will always have a partner in me and my administration," President Barack Obama said. Its student chapter proved a success, with students at over 100 universities in 10 countries signing up to campaign for the end of nuclear weapons.

He says:

"Getting rid of nuclear weapons would save a lot of money and would solve many of the world's current deficit problems."

Sir Richard Branson

2 The Elders: They've got the time — to work for peace

They're old — and cool. When Nelson Mandela retired as president of South Africa, he wanted to use his stature to help solve conflicts around the world. He turned to Sir Richard, who agreed to co-found, and fund, The Elders. The Elders are older statesmen whose reputation allow them to crisscross the world and help solve disputes. Mandela has since been joined by, among others, Archbishop Desmond Tutu, Graca Machel (Mandela's wife) and former U.S. President Jimmy Carter.

The Elders fill a unique need in international politics, as there's no institution to which parties in conflict can turn. The U.N. appoints envoys, but their missions are official and subject to pressures from U.N. member states. The Elders go in a private capacity. And after missions to the Koreas, Middle East, Sri Lanka, Cyprus and Sri Lanka, The Elders have gained the top players' attention: Lakhdar Brahimi, one of The Elders, has just been appointed U.N. envoy to Syria.

3 Space exploration: The sky is no longer the limit

New Mexico hosts a novel installation: a spaceport. Starting next year, space tourists willing to pay $200,000 will be able to blast off fon a Virgin Galactic spacecraft. They'll spend 2.5 hours in space and five minutes of weightlessness.

But, insists Sir Richard, his Virgin Galactic flights are not frivolous. Scientists will use the flights to carry out research on the ozone layer; NASA will rent space.

According to Sir Richard, a person on a Virgin Galactic spaceflight will contribute less to global warming than an economy-class passenger on a London-New York flight.

He says:

"I know there are literally thousands of people who would love to go to space, to be able to look out the window, to marvel at the beautiful Earth."

Sir Richard Branson
for AFP news agency

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RICHARD OF 'SCREWING IT'

is the person the whole world associates with the word Virgin, and he's been amply areas from mobile telephony and travel to music and health services, adventurer, he is also deeply involved in non-business activities. Meet the other Sir Richard.

ILLUSTRATIONS: MIA KORAB/METRO WORLD NEWS

4 Legalizing drugs: Follow Portugal's example

In Mexico between January and September last year, nearly 13,000 were killed in drug-related violence. Since the country's government launched its war on drugs six years ago, nearly 48,000 people have been killed. Over 50,000 troops and policemen are involved in the war against drugs.

Each year, $13 billion of drugs is smuggled from South America to the U.S.

Combating drugs, argue Sir Richard and others, is a waste of time and money.

Earlier this year, he testified to the UK Parliament about the benefits of decriminalizing drug use.

Together with global leaders like Peruvian writer Mario Vargas Llosa and Ernesto Zedillo, former President of Mexico, Sir Richard has formed the Global Commission on Drug Policy, which supports softer drug legislation.

Even Mexico's outgoing President, Felipe Calderon, who made the drug war a centerpiece of his administration, has said he's willing to discuss legalizing drugs.

5 Humanitarianism: Business must take care of the people

Sir Richard surfs for fun, but he's also developed a knack for performing publicity stunts for good causes.

The boundaries between work and purpose are merging into one, he writes in his new book, "Screw Business As Usual."

Sir Richard names his concept "Capitalism 24902." (The name refers to the circumference of the globe.) "Every single business person has responsibility for taking care of the people and the planet that make up our global village," he writes.

Curing disease may be the most daunting task facing the business person who wants to save the planet.

In Britain, Branson thought up the Virgin Health Bank, where parents can store their children's stem cells.

"These cells could be used to treat a wide range of other conditions, from heart disease to diabetes, in the future," he says. Branson has also teamed up with President Jacob Zuma to establish a center for disease control in South Africa.

6 Music: The king maker

Sir Richard started selling records. Virgin's first release was "Tubular Bells" by Mike Oldfield (1973), a chart-topper that led to deals with the Sex Pistols, Culture Club and many more. After selling Virgin Records to EMI in 1992 for $1 billion, could he be wanting to get back in the game?

He says

"The music industry can make people rich beyond their dreams in a matter of months. "

Sir Richard Branson
"Losing My Virginity. The Autobiography"

7 Environment: Deal with problems in an entrepreneurial spirit

Celebrities travel to Necker Island, Sir Richard's island in the Virgin Islands. But he has smaller friends there — ring-tailed lemurs, an endangered species he imported to his island in an attempt to save the animals.

"We have to deal with environmental problems in an entrepreneurial spirit", he said. "For example, Virgin's new aviation fuel uses waste from steel mills. Millions of jobs could be created worldwide by greening our cities. The environment would benefit, the cities would benefit, regular people would benefit."

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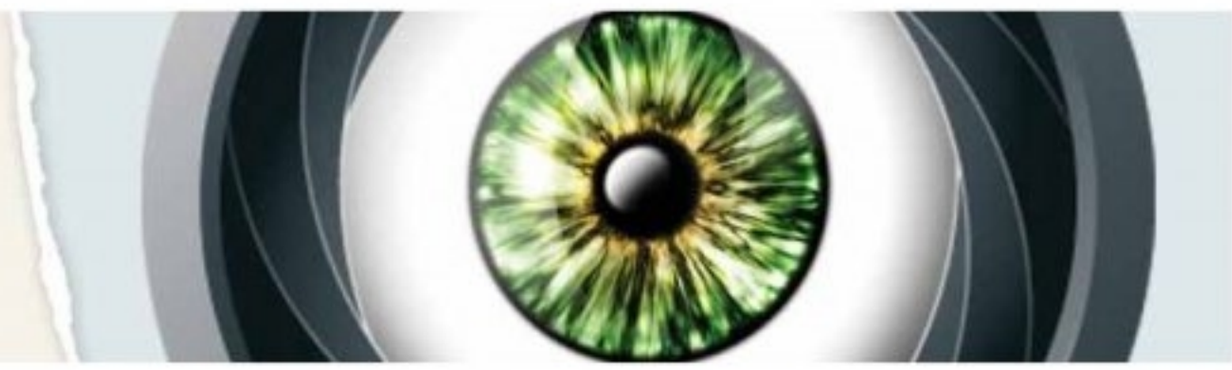

ENDOVILLO.PL

PUMA CHAIRMAN JOCHEN ZEITZ

Puma's Jochen Zeitz may well be the corporate world's most energetic green trailblazer. As CEO of Puma – a post he took over at age 30 – Zeitz pioneered the concept of environmental impact as a crucial factor in business operations. Zeitz, now the brand's chairman, serves as chief sustainability officer at PPR, Puma's parent company. Focusing on environmental impact isn't just good ethics, it's good business, he tells Metro.

"SUSTAINABILITY IS A CHANCE FOR COMPANIES TO INNOVATE"

How green is Puma right now?
We don't produce raw materials and don't have our own factories, but as a responsible company you have to look at the whole supply chain. Our own footprint out of the 146 million euros is only eight million, so only a small percentage of Puma's footprint is generated by us, and we're a big company with 10,000 staff. That's a surprise in terms of EP&L: the biggest impact happens the farthest away from our influence.

What specifically needs to be done?
We have to look at a replacement for fossil fuels that's sustainably harvested or produced so that the environmental impact is significantly reduced. That's something that will happen over time, not overnight.

He says:

"We need to look at how we consume. Consumption doesn't have to be negative, but we have to change its patterns and the way we produce our products."

When did the environment become so important for you?
I've always been concerned about Mother Nature but as a business leader I gained awareness about the many ways businesses can move things in a positive direction. I realized that it was MY responsibility, not a responsibility that I could leave to governments. As a powerful brand you can change things in a way that goes beyond your business.

You're a globetrotting businessman. How do you minimize your personal footprint?
Sadly, travel is still a key part of my business life, as well as my private one. But I try to reduce my impact with my own EP&L: my farm in Kenya, where my foundation works on conservancy towards the region's environment, and its culture and agriculture. It's what I call the four Cs: Conservation, Community, Culture and Commerce.

Helping the environment is a worthy thing, but does it make business sense?
When you think long-term as a business, sustainability is something that's not just a responsibility, but also something that will reduce the risks we have. If you incorporate some risks that environmental degradation can have on your supply chain, and ultimately on your product delivery, the environment is something you have to consider. It's also an opportunity for businesses, not just as potential profit but also as a chance to innovate; it's an opportunity for businesses to catch changing consumer attitudes.

The man on the street knows monetary profit and loss, but how does environmental profit and loss work?
Let's look at EP&L [environmental profit and loss sheet] at Puma. We've taken our carbon and water footprint, our pollution and land use, and put a monetary value on them. Through their value we can say, "If nature were charging us for those services and the impact Puma has through the supply chain, it would be 146 million euros per year." That gives us a number to work with, allowing us to say, "Ok, we know where our environmental impact is. Which new technologies and products can we use to get rid of this footprint?"

Your job is to make sure Puma's EP&L is a plus, not a minus for business. How do you do that?
Today it's negative, as it is for most businesses. If you look at solar companies, making solar panels consumes energy, too, though their net impact will be positive because they use the panels to create renewable energy. But if you use a traditional system of soil to produce cotton, you realize the need for new materials to reduce your footprint and bring renewable energy into your supply chain. When you offset your footprint, you get something positive in return.

Puma is a consumer product company. Isn't consumption the problem?
We need to look at how we consume. Consumption doesn't have to be negative, but we have to change its patterns and the way we produce our products — how they're designed and made. If businesses don't do anything, 10 years from now the resources will be very scarce.

The low-down on EP&L

- **News.** Puma made headlines last year after the sportswear brand became the first company in the world to put an economic value on the impacts greenhouse gas emissions and resource consumption has on its supply chain.

- **EP&L.** Puma revealed the results of its first environmental profit and loss (EP&L) account last November: cost from emissions, pollution and waste through Puma's operations is valued at €146 million per year.
- **Eco Impact.** Only €8 million of this derived from Puma's main operations, with the remainder (over 90%) from its supply chain. The biggest eco impact came from raw material production, it was revealed.
- **Social issues.** Puma's goal with EP&L is also to tackle social issues in sustainability, such as fairer wages and safety.

ELISABETH BRAW
elisabeth.braw@metro.lu

Entrepreneurs who say: Screw it, let's just do it

Case study. Screw fashion as usual: The new label Maiyet

Fashion. Saving lives. The two tend to be polar opposites. But upscale label Maiyet hopes you fall in love with their designs first — and then continue to purchase them because of their mission to help local artisans sustain their own businesses.

"What we don't do is produce pity products," co-founder Paul van Zyl explains to Metro. "We design products that people will wear regardless of the cause."

Maiyet (maiyet.com) scouts rare and unique artisanal items from around the world — like hand-woven cloth from Varanasi, India and hand-carved bone from Kenya — to use in their products. Then they use part of their profits to fund training programs to educate craftsmen on how to make better quality products, and how to use their business to provide a stable source of income for their communities.

They also front the money to produce the goods so artisans don't have to be stuck in high-interest loans. All of that is on top of making sure that people get paid fair wages.

They say:

"What we don't do is produce pity products. We design products that people will wear regardless of the cause."

Maiyet co-founder Paul van Zyl

Van Zyl's background doesn't exactly scream Carrie Bradshaw: He is the former executive secretary of South Africa's post-apartheid Truth and Reconciliation Commission and he never really worked in the fashion industry.

What drew him to the project was the idea that people don't have to choose between doing well in business and doing good for the world. Van Zyl says the economic crisis has made people realize that there must be a better way to run their companies, and he believes strongly that there is a way for moral markets to exist.

"We believe in is trade and aid not trade versus aid," he explained. "We want these companies to be small and sustainable and to make beautiful products." MWN

Look good while supporting artists // MAIYET

8 steps to change for good

1. Define your core purpose – create a clear rallying call that inspires your team to use your core business as a force for good.
2. Change what you value, measure and report — move away from short term profit to a long term people, planet and profit focus.
3. Map your assets — identify everything you've got, from people to products to communications channel and beyond that can be used for good.
4. Mobilize your community — get your staff, customers, suppliers and wider community involved in delivering your core purpose for good.
5. Leverage your products and supply chains — transform products to not only be profit-making centers, but also tools for change in the world. Reinvent your supply chain to do the same.
6. Invest in the ecosystem and collaborate — work with your competitors to turn the industry upside down and create places for "good" business to thrive.
7. Use your voice to change policy and build awareness.
8. Expand your horizons — extend your business to new offerings and markets where you can make a difference. Reinvent your investment and philanthropic strategies to support business as a force for good. JEAN OELWANG, CEO, VIRGIN UNITE

More: www.virginunite.com

Case study. Screw school as usual: The Khan Academy

With 186 million views — more than Justin Bieber — the latest viral YouTube smash features ... school lessons about math, computer science and the Greek debt crisis? Yup, thanks to Salman Khan.

In 2004, Khan was a hedge fund manager tutoring his long-distance cousins with web videos. "They told me they preferred me on YouTube than in person," is Khan's catchphrase, a self-deprecating remark that's the key to his charm. The idea snowballed.

Eight years later, Khan Academy (khanacademy.com) offers a combination of tutorial videos and an online classroom for the community to talk through their questions. The courses, which range from algebra to art history, are offered 24 hours a day to anyone — student, teachers and parents.

Reinventing school does not come cheap. "Obviously it costs millions of dollars — about the budget of a medium-sized high school," Khan says to Metro World News.

Salman Khan // KHAN ACADEMY

Now, when donations and volunteers keep the business going, Khan Academy keep scosts low for the consumer and provide something better than a monetary return — a social return.

"The decision to (be a non-profit) is really the view that we want to be more than a software company," says Khan. "We want to be an institution. ... People always have conversations on what's going on with the world, and it always gets back to education. It is the root issue behind every single society or resource problem." MWN

Case study. Screw soccer as usual: The homeless World Cup

Mel Young was in a Cape Town bar with a colleague, Harald Schmied, discussing ways to bring attention to the homeless and their plight. But there must have been a football game on the TV. They chose the sport as their conduit.

"Soccer is the 'universal language' that brings people together, wherever they are," says Young. "It is cheap and easy to organize and great fun for everyone — of all ages and abilities. It is also a team game, and is good for health and fitness. Soccer can have a huge impact on people, but all sports have the power to change people's lives."

Today, Young's and Schmied's Homeless World Cup (homelessworldcup.org) has 73 national partners who organize programs to help a variety of people, including the homeless, people who are struggling with drug and alcohol addiction and those with HIV/AIDS. All participate in the annual Homeless World Cup tournament, which will take place in Mexico City Oct. 6 through 14 this year.

Scotland, winners of the 2011 Homeless World Cup // ESME DEACON

For Young, what keeps him going is a pragmatic attitude that actions speak louder than words. MWN

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AVENGERS ASSEMBLE!

Citizenship. A superteam of members young (activists, volunteers) and old (Nelson Mandela, Desmond Tutu) band together to save the world. Meet the Elders and Youngers.

Together they are stronger. Elders with Archbishop Desmond Tutu and Mary Robinson, the first woman president of Ireland, give their support to Youngers. / JEFF MOORE-THE ELDERS

It's like "Space Cowboys" in the real world: ageing heroes returning to save the Earth.

The group's stated purpose is to work with "an independent voice, not bound by the interests of any nation, government or institution," for peace and human rights.

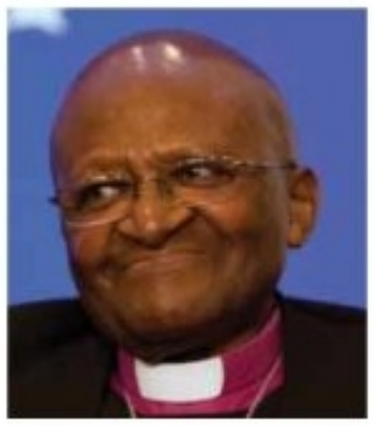
That mission can be controversial, as The Elders insist on listening to all sides in a conflict and speaking "difficult truths." Indeed, while Nelson Mandela's wife, Graca Machel, promotes ending child marriage, former U.S. President Jimmy Carter and Mary Robinson, former president of Ireland, have visited North Korea to broker a peace deal with the South.

But when Mandela inspired Sir Richard Branson to help him launch a network of senior statesmen, the legendary South African was already rather old. Sir Richard named the new group The Elders. And now they're adding a youth division — The Youngers.

"The Elders are working with younger people, but this is not a mentoring relationship," explains Katy Cronin, The Elders' Chief Operating Officer. "Our Youngers are already experts and have aspirations for leadership."

They say:

"Young people everywhere need to be assured of their incredible power. In return, they can give us oldies some of their energy."
Archbishop Desmond Tutu, Chairman of The Elders



"The major barrier young people have is a lack of belief in youth held by those in power. They feel they have the monopoly of knowledge," says Esther Agbarakwe, a 28-year-old Younger from Nigeria. "There are emerging global civil society networks working on sustainability that create greater pressure from the bottom up," adds Marvin Nala, a 23-year-old Chinese Younger.

What young leaders need is support and a listening ear, says Cronin: "Elders give The Youngers recognition. They're very talented young people, but they often feel that people don't listen. The Elders listen to them and give them confidence."

The Elders now also include Archbishop Desmond Tutu and former world leaders and presidents like Carter and Brazil's Fernando Cardoso. Tutu serves as the group's chairman, while Mandela has now retired.

"My fellow Elders and I often travel to places of deep unrest and suffering, but we always find wonderfully bright, inspiring young people who fill us with hope," Archbishop Tutu tells Metro. "Five years ago, when he founded The Elders, Nelson Mandela told us to reach out to the youth and that is precisely why: Young people everywhere need to be assured of their incredible power. In turn, they can give us oldies some of their energy!"

The Elders have helped negotiate between the Koreas, in the Middle East, Cote d'Ivoire, Sri Lanka and Sudan; Elder statesman Lakhdar Brahimi has just been appointed UN peace envoy to Syria.

"The Elders demonstrated their faith in young people and told the world that youth matters," adds an enthusiastic Agbarakwe.

ELISABETH BRAW
elisabeth.braw@metro.lu

Case study. Esther, 28, Nigeria: 'We need to lift people out of poverty'

Younger Esther Agbarakwe, affectionately called "Esther Climate," has traveled all over Africa leading environmental initiatives, and has served as the continent's co-coordinator for the UN Commission on Sustainable Development.

Working with the Youngers has motivated her further, drawing inspiration from serving alongside figures such as Archbishop Desmond Tutu and Mary Robinson. "I was really honored to be involved and have the influence to make changes," she says. Agbarakwe feels development has been held back by the "extreme politics and corruption" of African leaders. "My greatest ambition is to support development that leads to environmentally sustainable growth in Nigeria, lifting people out of poverty and empowering them to hold government accountable."

KEIRON MONKS

Case study. Marvin, 23, China: 'Youth have enormous power'

A volunteer litter-picker at the age of 10, Younger Martin Nala has devoted himself to grassroots activism on issues ranging from HIV to sustainability. He led a youth team in China working on Rio+20. "The result of Rio+20 is for sure depressing regarding nations' cooperation and international regime-building. But on the other side, I saw more energy from grassroots," says Nala of his trip to the elite summit with the Youngers.

Now 23, Nala is determined to bring sustainability to his homeland and believes young leaders will make a difference. "Youths brought up in cities may not be aware of how serious the problems are at this very moment," he says, pointing to the issue of air quality as an example. "If they see it they have enormous power to change it. The keystone is data transparency and linking issues together."

KEIRON MONKS

myentertainment

THE WORD

Metro's **Dorothy Robinson** shares her take on the world of gossip @dorothyatmetro dorothy.robinson@metro.us

Schwarzenegger can't terminate his bragging

ALL PHOTOS GETTY IMAGES

Arnold Schwarzenegger's new memoir, "Total Recall: My Unbelievably True Life Story" is 640 pages of straight-up boasting by the former bodybuilder-turned-movie star-turned-governor-turned-women groper. Oh, his ego. It truly is unbelievable! The Word compiled the best brags from the book:

When he first started dating Maria:
"The outside world looked at our relationship in a simpleminded way, as a juicy success story. 'Isn't it amazing that he wins Mr. Olympia and all these bodybuilding championships and then he gets this big movie contract and then gets a Kennedy as his girlfriend?'"

When he first met his future mother-in-law, Eunice Kennedy:
"The first words I blurted out were, 'Your daughter has a great ass.' I always loved to say outrageous things to people."

SIR RICHARD SAYS
"We have a rule: Try not to use the 'I' word, which is always a good rule anytime you write anything about yourself. ... Anyway, I've got nothing to brag about. I haven't got the muscles of him, so I think I'm safe on that one."

▶ "You sculpt your body the way an artist chisels stone," writes Schwarzenegger about bodybuilding, in his usual demure way.

On justifying cheating on Maria before they were hitched:
"The fling with Brigitte Nielsen underlined what I already knew: I wanted Maria to be my wife."

His take on acting:
"Compared to being an action hero, it was a lot easier to be a comic star."

Amazing Arnold quotes taken out of context:
▶ "Doing battle with a giant mechanical snake left me sore for a week."
▶ "Jewish people have played such keys roles in my life."
▶ "There was something comical about seeing two black people accusing each other of being black. We laughed about it later."

Talking points

The royal family: More nakedness!

The British royal family's latest headache is far from over, despite their victory in court against a French magazine that published topless photos of **Kate Middleton**. There are apparently more photos — and possibly even a video — from their French vacation, and the latest also reportedly feature **Prince William** himself. The Telegraph's **Willard Foxton** says he has been told that "there are as many as 270 pictures being hawked around, which feature both the duchess and Prince William naked. Only 24 have appeared thus far. The palace's nightmare is that the pictures are stills from a video."

▶ More bare royal hindparts!

Bynes is obsessed with Lohan

While **Amanda Bynes** should be focused on her legal woes and driving difficulties, she apparently only has one thing on her mind: fellow Hollywood troublemaker **Lindsay Lohan**. "She obsessively hates Lindsay," a source tells Us Weekly. "She rambles about 'that bitch Lindsay' all the time." While Lohan previously tweeted her disbelief at how much Bynes gets away with, a rep for the "Mean Girls" star insists "there is no feud" between the two.

▶ Bynes in NYC last month

Rihanna still drawn to Brown

It looks like **Rihanna** just can't keep away from **Chris Brown** — even if he is supposedly dating model **Karrueche Tran**. The infamous exes were spotted at NYC nightclub Griffin this week "hugging and kissing," a source tells Celebuzz. "And they went to the back of the club alone together." Brown was spotted early the next morning sneaking out of the hotel where Rihanna is staying. This did not go over well with Tran, apparently. "She felt the kiss was a public slap in the face," a source tells Us Weekly.

Swift, Kennedy go antiquing

Taylor Swift, 22, and her 18-year-old boyfriend, **Conor Kennedy**, were spotted on a fairly subdued date in Deerfield, Mass., recently, grabbing an early dinner before checking out some area antique stores. The couple seemed "very nice and a little bit shy," according to an employee at the shop.

2

The feed ...

▶ **Checking in with some of Hollywood's biggest names to see what they've been up to — in their own words, in 140 characters or fewer.**

Today on The Feed, we're checking in with Metro's current (@richardbranson) and past (@ladygaga, @KarlLagerfeld) global guest editors! Hint: Two are into fashion, one is into tea.

@richardbranson
At @metronewyork editing the global edition of Metro. Now, when shall I shout 'stop the press!'? #metrobranson

@richardbranson
What's the editor got to do to get a good cup of tea around here?! #bransonmetro

@ladygaga
I feel like I'm staring at my album on the floor in hundreds of trimmings, to be sewn into a couture gown. In beautiful pieces, she is.

@karllagerfield
"I think tatoos are horrible. It's like living in a Pucci dress full-time."- KL

Sir Richard Branson

myentertainment

Pregnant ladies who recently rocked the red carpet

1 **Malin Akerman**, who just announced her pregnancy, attended the premiere of Magnolia Pictures' "Nobody Walks" on Tuesday in Hollywood.

2 "Malibu Country" actress **Sara Rue** attended the ABC fall preview party at The Paley Center for Media on Sept. 11 in Beverly Hills.

3 **Amber Rose**, who is expecting a baby with fiance Wiz Khalifa, flaunted her belly at the 2012 MTV Video Awards at The Staples Center on Sept. 6 in Los Angeles.

4 **Claire Danes**, along with her baby-to-be, won an Emmy for lead actress in a drama series on Sept. 23.

5 **Matthew McConaughey** and his wife, model **Camila Alves**, showed up at the 7th Annual Andy Roddick Foundation Gala at W Hotel Austin on Sept. 21 in Austin, Texas. They are expecting their third child.

6 **Holly Madison**, who is expecting a baby with boyfriend Pasquale Rotella, popped up at the launch of "Just Dance 4" on Tuesday in Hollywood.

1.DAVID LIVINGSTON/GETTY IMAGES
2JASON LAVERIS/FILMMAGIC
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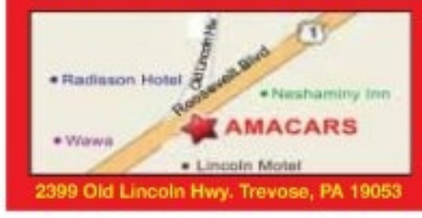

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SIR RICHARD SAYS
"I personally think that if you've had a relationship with somebody, you should be best friends for life. I mean, some of my best friends going back for years were people I've had a relationship with, and so we're good friends. We've actually, over a drink or two at nighttime, we'll think, 'There must be a better way than marriage!" And we've decided on the 'friends for life' contract, which ... is a bit like wealthy people do, with pre-nups. You have friends for life, If you decide after 10 years you need to split up, you have children, you just, you know, work it all out in advance so you don't have to have nasty lawyers coming in and screwing up the relationships and you can remain friends for life."

When is it OK to be friends with an ex?

Shrink Wrap

DR. JANE GREER
HEALTH.METRO.US

Justin Timberlake and Cameron Diaz have been famously complimentary toward each other in the press despite having dated and broken up. Rumors have even circulated that the two have spent some time together recently. While Timberlake remains devoted to his fiancee Jessica Biel, the two seem to have remained friends. Often when people end a relationship they say, "Let's be friends." It makes sense. You've been the most important people in each other's lives for a long time, maybe even years. It's hard to make that clean break — it can feel like a gaping hole in your life. So you decide to continue to be a part of each other's life. But staying connected isn't always easy or the best choice. So when, if ever, is it OK to be friends with your ex?

Couples rarely break up on equal footing. Instead, one person might be eager to get away while the other wishes to continue to be together. That's where it gets tricky. If you are on the side of hoping for more with that person, you run the risk of putting yourself in a position where you remain attached, and don't allow yourself the possibility of meeting someone new who might be better able to fulfill your needs. If staying connected was a problem while you were dating, imagine how hard it will be to get their attention now. You may just be setting yourself up for frustration and disappointment which, ultimately, might make you feel more empty and sad. If you remain focused on your ex, it could hold you back from finding your future.

Diaz and Timberlake: An exception to the rule

The rule of thumb, generally, is this: It probably isn't such a good idea to try to be friends unless neither one of you holds any hope to be with the other romantically. And calling after years of not talking? Maybe there are still good feelings remaining, and enough time has gone by that they can really be friends.

— Relationship expert ***Dr. Jane Greer*** *is creator of* ***"Shrink Wrap"*** *– national commentary on what we can learn from celebrity relationships – and host of* ***"Let's Talk Sex"*** *at* ***Healthylife.net.*** *Her book,* ***"What About Me? Stop Selfishness From Ruining Your Relationship,"*** *is available nationwide.*

Metro does not endorse the opinions of the author, or any opinions expressed on its pages.

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▶ *Dearest Aje, So happy I can call you mine. Love you, Kimba*
▶ ***Rodel, One month until our wedding & I can't wait to spend the rest of our lives together. I love you with all my heart -Lisa***
▶ *Supreme Commander, It has been an honor and a privilege to love you these past 34 years, The Captain*
▶ ***Robxu, it's almost 11 years since we've been married, and I am just as crazy about u as I was when we first met. U r fun, sexy and gorgeous! Love, xinha***

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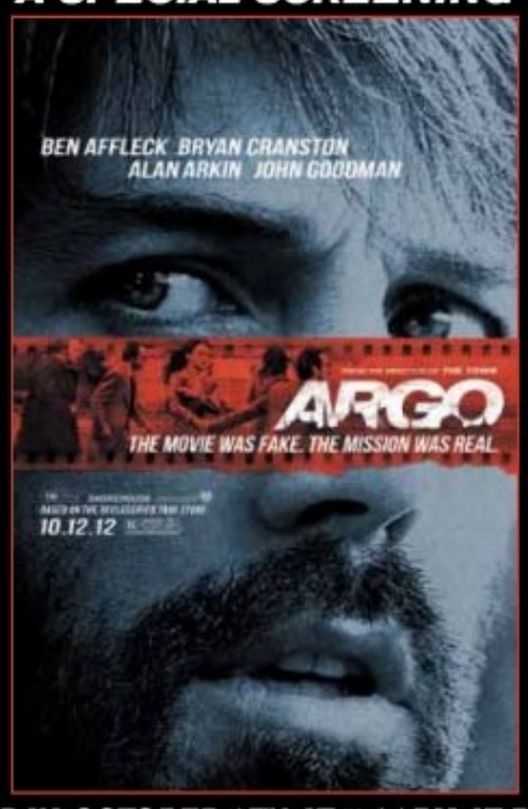

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Paris Fashion Week reviews

Chanel

For Spring, Karl Lagerfeld turned to a summer breeze and the power of the sun for inspiration.

To that end, he placed 13 white wind turbines, usually found across empty farmlands, along the length of a catwalk.

And like a cool breeze, the designer created a collection that was relatively minimal. Yes, there were large pearl embellishments and graphic, grid-like tweeds that echoed the look of the solar panels, but the story of this show was more about shape. The designer's experimentation with proportions particularly favored the style of a cropped, cape-like top over fitted dresses that appeared as long skirts hiked up to below the bosom. The alternatives were mini A-line dresses that looked like they would let the body breathe on a hot day. A strapless version in denim, with pearls dotting the top, looked particularly fresh and playful.

But for once, the inventive runway hindered the collection. The size of a football field, it overwhelmed the designs, dwarfing them, so that their sunny disposition couldn't reach the audience that was ready to bask in their warm glow.

SIR RICHARD SAYS
"I think I need my wife [to comment on Paris Fashion Week]. ... Victoria's Secret — now if we're going to talk about them ..." [Laughs]

Chanel

Louis Vuitton

Louis Vuitton

This season, Marc Jacobs' sartorial voyage was more of a state of mind — a graphic one at that.

The concept of the clothing was straight-forward: Take the brand's monogram and blow up the design extra large like color blocks on a top, or shrink it down to a pixel pattern on a long and lean skirt suit.

The way the clothing was presented enhanced the effect of the print. Models descended down escalators in pairs and walked in lock step. This buddy system showed how versatile the simple grid pattern could be, and it also revealed how its changing scale, and textural interpretations, could transform the style from something severe to sweet.

Breaking away from the grid theme, Jacobs inserted a floral print into the collection. But even then it came either formed out of a micro version of the print or was overlaid on outfits that were cut in a single color.

But you can't talk about this collection without referencing the Marc Jacobs' show in New York last month. That show was all about lines and stripes, while this one was squares and checks — two sides of the same graphic coin, which bookended this Spring/Summer '13 season in a truly unique and powerful style.

JESSICA MICHAULT

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Learning from 'The Master'

Amy Adams chats about her work with celebrated director Paul Thomas Anderson and why she's not concentrating on her latest film's Scientology angle

▶ The inner circle of "The Master" poses for a photo.

Amy Adams learned a lot on "The Master" — most surprising of which was probably how funny reclusive director Paul Thomas Anderson really is. "I thought it was going to be a very serious experience. And although we definitely delved into serious subject matter in the scenes, the experience of working with him was a lot more fun than I expected," she says.

The film, in which Adams plays the devoted wife of a charismatic cult leader (Philip Seymour Hoffman) wary of her husband's latest disciple (Joaquin Phoenix), has piqued curiosity because of its supposed similarities to the early days of Scientology and L. Ron Hubbard. But Adams says she isn't wading into that pool of discussion. "I guess that's for people to discover on their own. I didn't think about it a lot, nor was it something that I explored at great length when going into it," she says. "I always say, 'See the film, and then if that's something you're interested in, sort of finding the parallels, then you'll find the parallels.' But I just see it as more of a character study. I don't think that Paul was trying to make a movie about Scientology."

And when she says see the film, she means it. At the Toronto International Film Festival premiere of "The Master," Adams stayed glued to her seat even though it was the second time she'd seen it. "I hadn't seen it with an audience and everybody kept saying you need to see it twice," she says. "I'm typically too self-conscious to watch films that I participate in, but the first time through, I have to be honest, I did not clock my performance. It was so much more about where the film took me than how I felt about what I was doing."

Adams admits that working with Anderson and her co-stars caused more than a few "pinch me" moments. "It's surreal at times. I have to keep myself relatively grounded when I'm working or else I'll freak out," she admits. And one of the most surreal moments? Filming a scene in which Phoenix's character suddenly sees all the women at a party naked. "That was one of the weirdest nights of my life because I was right at [waist] level," she says. "The reason that it was so surreal for me is that typically when we see women naked in our society, aside from in life, they're acting like they know they're naked. Here the idea is that we're all acting like we have clothes on. So to see women of all ages and body types jumping around and dancing and very unself-consciously presenting themselves, that was so surreal because you just don't see that."

Quoted

"I just see it as more of a character study. I don't think that Paul [Thomas Anderson] was trying to make a movie about Scientology." ADAMS

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5 MOVIES TO CHECK OUT THIS WEEKEND

2 'Frankenweenie'
Tim Burton returns to his own spooky animated world. Winona Ryder and Martin Short lend their voices to this tale about a boy who hopes to bring his dog back to life through a science experiment.

3 'Looper'
Not since "Back to the Future Part II" have we witnessed such a brainteasing time-travel tale. Starring Bruce Willis and Joseph Gordon-Levitt, this thriller follows an assassin who discovers he is meant to kill his older self.

4 'Hotel Transylvania'
Even spooky monsters need a vacation. While their destination of choice may be the eponymous lodge, the creepy-crawly community is threatened by humans who wish to stay at the resort as well.

5 'Won't Back Down'
Just in time to feed off the energy of irate parents and teachers, this David and Goliath story is about a powerful school bureaucracy and the parents and teachers who wish to change it.

METRO

MAGALI BRAGARD

Must-see

▶ Don't mess with this daddy. Liam Neeson stars as a retired CIA operative in the action thriller "Taken 2," in theaters this weekend.

1 'Taken 2'
Liam Neeson, Maggie Grace and Famke Janssen return for a second installment in this Luc Besson franchise about an ex-CIA operative (Neeson) who comes out of retirement to save his child and ex-wife, who are abducted during a trip to Istanbul.

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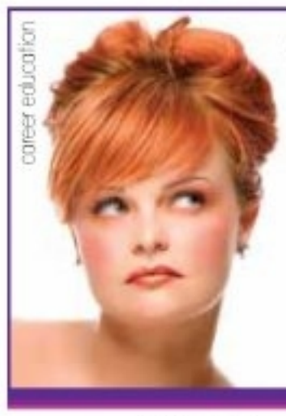

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Morrissey sounds off on everything, including his upcoming autobiography, the royal family, vegetarianism, epitaphs, this week's Smiths reunion rumors and the different ways of rocking the bare chest look

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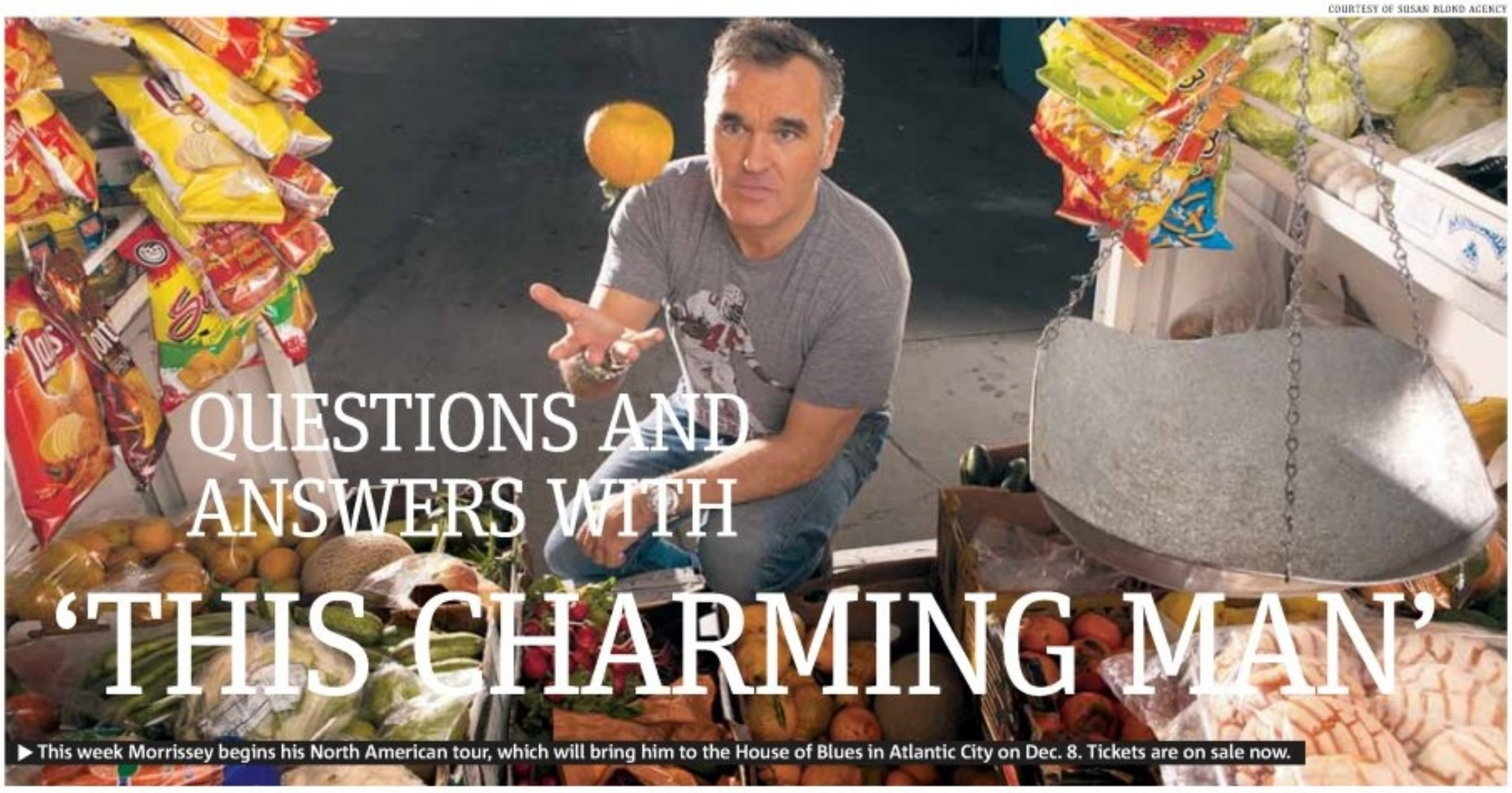


QUESTIONS AND ANSWERS WITH 'THIS CHARMING MAN'

▶ This week Morrissey begins his North American tour, which will bring him to the House of Blues in Atlantic City on Dec. 8. Tickets are on sale now.

When the opportunity arises to interview a celebrity via e-mail, we often balk at the invitation — there's really no way of knowing that the person who is answering is the person to whom you're actually posing the questions. But occasionally we'll make exceptions for an entertainer we feel is worthy. And so it was that the British singer Morrissey became part of Metro's elite and mismatched club of e-interviewees that includes Snoop Dogg and Carly Rae Jepsen when his answers arrived in our inbox earlier this week. The singer, 30 years into his career (and allegedly less than two years away from retirement), is still arguably best known for his work with The Smiths, though the Manchester band represented less than a third of his time in the music business. Earlier this week, when rumors emerged that the band, known for their less than amicable split, would reunite, he quickly quashed the rumors. Moz seemed at least a little more eager to discuss his forthcoming autobiography, currently untitled, which publisher Penguin Books is hailing as "a classic in the making."

Did you find fulfillment in writing a memoir? Was there a particular period in your life that gave you more relief to revisit than others?
The terror is equally balanced throughout all periods. It's a bit like locking yourself away in a dark room and hoping to God something useful develops.

Was dealing with such a long format a luxury or a chore?
At times I felt ready to be carried off, and you can certainly overdose on yourself. But even on off-days I'd find some petrol (gas) in the tank.

You've always been known for writing such great quotable couplets, ending up in countless yearbooks quotes. Can you share either the first or last sentence of the book?
Under no circumstances.

Speaking of songwriting lines, is there a line from one of your songs for which you hope you will be best remembered?
Fortunately, there are many. When you've recorded songs such as "Life is a Pigsty" and "The World is Full of Crashing Bores," it can't be denied that you at least have something to say. ... Although Rolling Stone magazine have done a great job of ousting me off the human map.

Further on that topic of being remembered, your songs have dealt with death quite extensively. Do you have your epitaph picked out already?
Chaucer's "mother dear, let me in." That would suit, I think.

Did you always know that you would have such a long career?
I had no idea that I would have a career. In fact, it's not a career at all — it's simply one great mudslide. It's now 30 years on, which is so unthinkable that you might as well tell me that it's my life without me in it. I'd believe you.

Stars do a great version of "Asleep," Jeff Buckley does a pretty "I Know It's Over," and Zee Avi does a stunning "First of the Gang." I'm guessing you've heard these, but is there a cover of one of your songs that has particularly moved you?
Yes, I've heard and love all of these versions, but the one that made my head spin for days was Thelma Houston's "Suedehead," partly because the British press were adamant that my songs could never appeal to anyone with dark skin.

How important was it to you to let your feelings be known about the royal family during the Olympics? Was it some-thing you were annoyed at the media for running with or did you wish your criticism had more legs?
I don't view it as criticism but as intelligent observation. The so-called royals are a dictatorship and they control all aspects of British print and television media. ... It is not possible in England to either criticize the so-called royals or to suggest an opposing view. ... It is positively Third Reich. This wouldn't be so bad if the family themselves were not such arrogantly stupid people whose abuse of animals is horrific. You will recall the worldwide news reports last year of William and Kate in Canada laughing and clapping as an agitated bull with barbed-wire fastened around its testicles jumped and writhed in sheer agony. News reporters in England laughed and smiled as this footage was shown, with absolutely zero concern for the tortured bull. How is this acceptable? Because the royals are dictators, and far from promoting the U.K. in a positive way, they make England seem like a stupid place to live. Kate Middleton, for example, is a joke.

You've said that you wouldn't perform past the age of 55. Is this still your cut-off?
I doubt I'll make it to 55. The British "royals" will turn the tanks on me way before then.

PAT HEALY
pat.healy@metro.us

SIR RICHARD SAYS

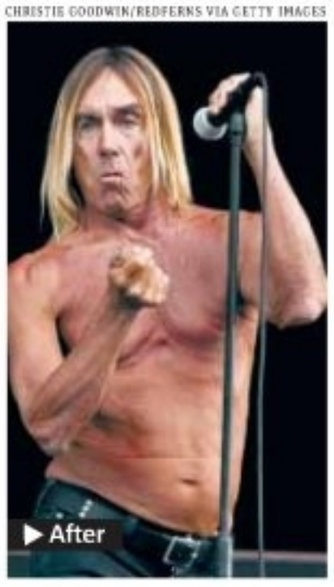
▶ "[When he says The Smiths are never getting back together] that most likely means they are going to get back together. The amount of times that bands have said they're never, ever, ever going to get back together, sort of just increases the take when they do get back together."

▶ "Well, I don't think that that's actually true," says Branson about Morrissey's allegation that the royal family control all aspects of British media. "We used to have a band called the Sex Pistols and they put out an album on the 25th anniversary of the Queen called 'God Save the Queen,' and certainly criticized the royals. Actually, the BBC did stop it from going to No. 1, that's true, so maybe there is some truth in that. But I think that, you know, there are certainly places like Hello! Magazine that are certainly sycophantic, so they can have more spreads from the royals. But I think in other places they get criticized."

MICHAEL BEZILAN/WIREIMAGE FOR HEINEKEN

▶ Before

CHRISTIE GOODWIN/REDFERNS VIA GETTY IMAGES



▶ After

Iggy take a bow

▶ **You're playing with the Stooges on a few of these dates. Out of respect for Iggy, will you be keeping your shirt on? The shirtless thing is interesting because both of you guys do it so differently. What is it all about for you?**

▶ I'm the Before to Iggy's After. My body is nothing to look at, but it's mine and we get on quite well.

How soon is NEVER?

In writing this book, do you address the beginning of your career in a way that fans might finally stop asking when The Smiths will reunite?

▶ If people continue to ask that question now — which they do — then they shall never stop, and they shall never stop because they don't understand the history of the band. Asking about a Smiths reformation is no different to driving into fog.

—[Editor's note: In the time since we received Morrissey's answers, a website reported that The Smiths would be reuniting for a British music festival next year. We reached out to the singer and asked for clarification. His response: The Smiths are NEVER getting back together – ever!]

Letters

letters@metro.us

Absolutes won't win war of words

RE: "ONLY GOOD REPUBLICANS NEED APPLY" (METRO, OCT. 2) Some advice for news columnist Michael Frosch from Ben Franklin: If you want to bring someone around to your way of thinking, never make an absolute statement. If you do, people close their minds to you. If you put a qualifier in the statement, people will listen. You state, "[There is] no evidence of voter fraud in any of these states, a fact ... " Are you kidding? A few weeks ago, a Democratic congressional candidate was forced to withdraw after voting in both Maryland and Florida. Sen. Al Franken defeated Republican incumbent Sen. Norm Coleman by a mere 312 votes. Later, it was revealed more than 1,000 felons illegally voted. Canvassers working for ACORN in Pennsylvania filed fraudulent voter registration forms to qualify for pay bonuses from the organization. A federal judge unseated state Sen. Bill Stinson (D-Philadelphia) in 1994 after it was discovered widespread voter fraud helped Stinson steal an election from Republican Bruce Marks.

DEL CONNER, VIA E-MAIL

You need an ID for everything else ...

RE: "REJECTION FOR VOTER ID AGAIN, THIS TIME IN PA." (METRO, OCT. 3) One final argument for voter ID. You need an ID to work (federal form I-9). You need an ID to apply for public assistance. So if you don't have an ID to vote it means you don't have ID to work or receive public assistance. If you are working and or receiving public assistance and don't have ID to vote somehow, maybe that means along with illegally voting you're also illegally working and illegally collecting public assistance, too.

RICHARD RIZZA, VIA E-MAIL

Occupy likes to be loud and confused

RE: "PLANS ONLY WORK IF PEOPLE MAKE THEM" (METRO, OCT. 2) On first reading, Kirk Hazlett's letter contains several grains of truth regarding the disorganized approach of the Occupy Movement. More simply, the 1 percent is the superrich, whereas the 99 percent represents everyone else — a cacophonous group sharing many issues. Why would anyone want to streamline and homogenize their ultimate message like a loaf of white bread when the anger against rampant greed already exists loud and clear? Perhaps Mr. Hazlett may wish to revisit his initial premise about the movement's communication.

JAMES D. YOUNG, VIA E-MAIL

Polls aren't just works of fiction

RE: "DON'T LET THE POLL NUMBERS LEAD YOU AROUND BY THE NOSE" (METRO, OCT. 2) You can reasonably argue over the accuracy of any given poll, but to dismiss the polling consensus as fiction is plainly ignorant. Presidential polls have a terrific predictive value, particularly when polls from different firms are taken in aggregate. Polling Guru Nate Silver was able to predict the winner in 49 out of 50 states using this method in 2008, and he currently gives Obama an 85 percent chance of winning.

CHARLES JONSSON, VIA E-MAIL

E-mail your letters: **letters@metro.us**

Keep them as brief as possible, preferably under 100 words.
Metro reserves the right to edit all letters.
Please include your name and contact information.

Horoscope

♎ Libra **Sept. 23-Oct. 23.** Ideas or plans about which you feel hopeful should not be tested on any cynical friend. There's very little chance he or she will see or understand the strength of your concept.

♏ Scorpio **Oct. 24-Nov. 22.** Even if a proposed commercial transaction is with a friend, it must be handled in a businesslike fashion. It's more important that you leave no margin for misunderstanding.

♐ Sagittarius **Nov. 23-Dec. 21.** Weigh and evaluate all of your alternatives, but don't overanalyze things to the point of being indecisive and end up paralyzed.

♑ Capricorn **Dec. 22-Jan. 19.** Any clever ideas you get early in the day might never be completed, due to an inclination to cater to too many diverse interests. Try to finish what you start.

♒ Aquarius **Jan. 20-Feb. 19.** Usually, you have a pretty good eye when shopping, but you might make an error today. Don't conclude that the cheaper the price, the better the bargain.

♓ Pisces **Feb. 20-March 20.** Household disagreements that you're usually able to cope with might be unusually difficult to handle. If you don't lose your temper, you'll be OK.

♈ Aries **March 21-April 19.** If you've been asked to pass on an important message to someone in particular, be very sure that the recipient understands what you are trying to convey. Accuracy is of paramount importance.

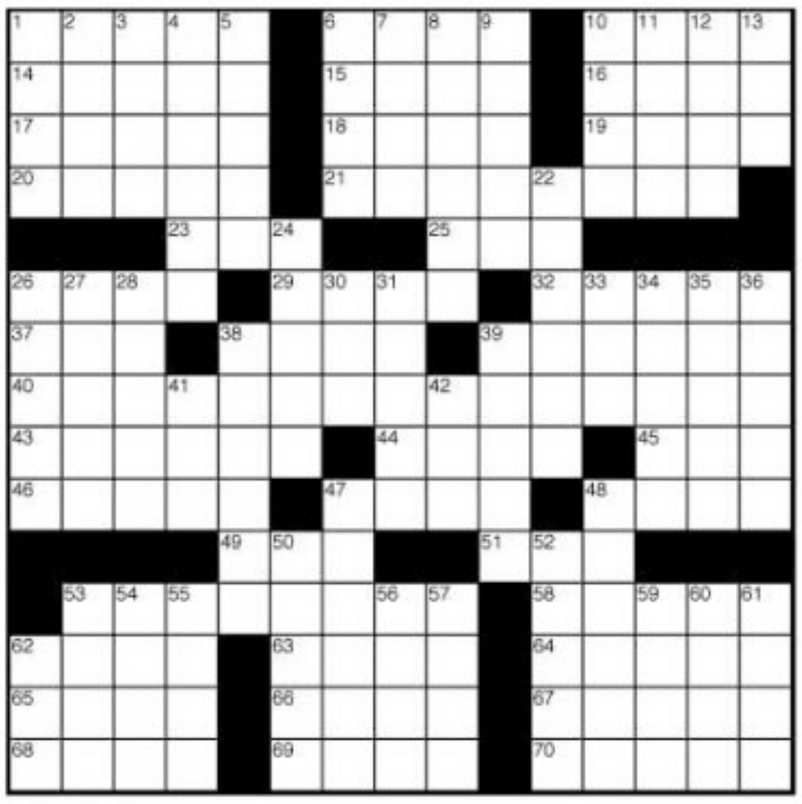
♉ Taurus **April 20-May 20.** Don't be stingy with your friends — but don't be foolishly extravagant, either. Your wallet will thank you if you play things straight down the middle.

♊ Gemini **May 21-June 20.** There is a chance you might involve yourself in a development in which the odds are stacked against you, if you assess the situation inaccurately going in. Make sure of your thinking.

♋ Cancer **June 21-July 22.** You might be aware of its value immediately when an unusual opportunity unexpectedly presents itself; knowing what to do with it will be another story.

♌ Leo **July 23-Aug. 22.** Be careful not to impulsively invest too much money in an endeavor or product that momentarily captures your fancy. What interests you now could be merely a passing fancy.

♍ Virgo **Aug. 23-Sept. 22.** There is little doubt that you can break out in front of the pack in a challenging situation — but once you do, you can't slack off. The opposition will only get stiffer. **BERNICE BEDE OSOL**



Across
1 Greek island
6 Netting
10 Four six-packs
14 Easy-to-find constellation
15 Poker stake
16 Mournful wail
17 — loose (relaxes)
18 Petty or Loughlin
19 Vegas rival
20 Any Elvis recording
21 Fiddled with
23 Joule fraction
25 Cake alternative
26 Email contents
29 Rev the engine
32 Hot-tub wood
37 Liston's rival
38 Edible root
39 Literary genre
40 It's no secret (2 wds.)
43 Didn't cook (2 wds.)
44 Tax pros
45 Doze off
46 "Father of modern medicine"
47 "Excuse me!"
48 Courtroom fig.
49 Handy abbr.
51 — annum
53 Wild goose, e.g.
58 Full of cargo
62 Give a ticket
63 Salad veggie
64 Piano-key wood
65 Skip
66 Thole fillers
67 Wooden shoes
68 Gamma preceder
69 Chair-back piece
70 — Haute, Ind.

Down
1 Salmon variety
2 Face-to-face exam
3 Cheese coating
4 Fuddy-duddies
5 Bobby of Indy
6 Fountain treat
7 Sufficient, in verse
8 Road divider
9 Alpine moppet
10 Reiner or Sagan
11 Helm position
12 Hourglass contents
13 That, in Sonora
22 Window stickers
24 Research funding
26 Port near Hong Kong (var.)
27 Casino machines
28 Hebrew "G"
30 Mo. neighbor
31 Triton's trumpet
33 Dijon summer
34 Failed to
35 Legalese
36 Thick with cattails
38 Band member, often
39 Quagmire
41 A Stooge
42 Unfold, in poetry
47 Real
48 Suitable for farming
50 Baja fast food
52 Pick
53 Silent performer
54 Monogram ltr.
55 — — grip!
56 Gumbo ingredient
57 Break
59 Entrance
60 RR employee
61 Big Board
62 Pocket watch chain

	5	9	4					
8					5		9	
1		2		7	3			8
	8							1
	9	6				7	8	
3							4	
7			6	3		8		9
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					7	5	2	

SUDOKU **LEVEL: EASY**

1	3			8	2			4
		5		1		9		
	8						1	
		4	8				6	
	5		6	3	1		2	
	7				4	1		
	9						4	
		7		4		8		
8			5	6			3	2

SUDOKU **LEVEL: HARD**

Solution to yesterday's crossword

H	E	M	I	■	P	L	U	G	■	B	W	A	N	A
A	R	E	A	■	A	U	T	O	■	A	A	R	O	N
U	S	M	C	■	T	R	A	Y	■	N	Y	L	O	N
S	T	O	O	L	I	E	■	A	B	A	L	O	N	E
■	■	■	C	Y	N	D	I	■	A	N	A	■	■	■
A	C	A	C	I	A	■	S	P	R	A	Y	G	U	N
L	O	R	A	N	■	P	O	R	K	■	S	O	L	E
O	U	I	■	G	O	U	L	A	S	H	■	A	T	V
O	P	E	C	■	I	M	A	M	■	E	N	T	R	E
F	E	L	L	F	L	A	T	■	C	A	E	S	A	R
■	■	■	O	L	E	■	E	V	I	L	S	■	■	■
B	E	D	S	I	D	E	■	I	N	S	T	A	L	L
A	L	I	E	N	■	V	A	S	E	■	E	C	R	U
C	H	E	S	T	■	E	D	O	M	■	G	R	O	G
K	I	T	T	Y	■	N	A	R	A	■	G	E	N	E

How to play Sudoku: Fill in the grid so that every row, every column and every 3x3 box contains the digits 1-9. There is no math involved. You solve the puzzle with reasoning and logic.

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Big weakness turning into strength for Eagles defense

Linebacker overhaul making huge difference early on ◗ Ryans might be leader, but Kendricks making impact ◗ Rookie seeing a lot of snaps

GETTY IMAGES

▶ Kendricks has helped turn the linebackers into a strength for the Birds. The rookie says the game has already slowed down for him, just four starts in.

Something strange is happening to the Eagles. The linebackers are starting to get press, a lot of it, actually — and it's all been good.

The arrival of DeMeco Ryans certainly has steadied one of the biggest weaknesses in recent seasons. Ryans is the quiet, unassuming quarterback of the defense. However, the emergence of rookie Mychal Kendricks might have had the biggest impact on the entire defense. The kid can play the run when he needs to, and has the speed to keep up with tight ends.

"We all bring something to the table," Kendricks said. "I bring what I bring. I think I'm downhill, I'm definitely in there [the huddle] talking, I'm a rah-rah type of guy. I bring enthusiasm, energy and I know I have heart."

Kendricks has 23 tackles, but stats don't tell the whole story. The Eagles drafted him — 46th overall out of California — to be their starter on the strongside. From the first day of OTAs, he's held that spot down, in impressive and humble fashion.

"The pressure was what it was just like in any situation," he said. "Going into a game people are counting on you, your teammates are counting on you to be perfect and to do things right and you want to do your best. It's my first year and I still have so much to get better on, and that excites me. I'm learning stuff every day."

Ryans said that the first-year player is getting better each week.

"He's doing well," Ryans said. "He works hard at it, always asking questions, always into what we're doing."

Kendricks doesn't play like a typical rookie. Some need half a season to adjust to the speed of the pro game, but Kendricks admits it has already slowed down for him. Maybe that's why he doesn't feel like a newbie with four NFL games under his belt.

"Expectations are higher and that whole rookie thing is … I kind of want to say is out the window," he said, "because I am still a rookie but a lot is expected, so I don't tend to lean on that anymore."

MIKE GREGER
mgreger@metro.us

Vick trying to avoid his 'kryptonite'

Mike Vick said what everyone has been thinking for weeks: He was trying to do too much.

Vick was responsible for nine turnovers in his first three games. Last Sunday, he played his cleanest game, with zero turnovers.

"Sometimes you just get in situations where you just try to force things and make things happen," Vick said yesterday. "Sometimes that can be kryptonite for a quarterback, when you know you can get it done and you try so hard you don't let it come naturally."

Vick admitted that he's been shaking off rust after sitting out virtually the whole preseason. Heading into Week 5, he's starting to get his groove back.

"As the weeks go on you tend to get comfortable with what you're doing and the game plans."

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3

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Fantasy sports

ADAM LEVITAN
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HAIL TO THE REDSKINS?

Mike Shanahan is the devil in fantasy circles, known for ripping out the hearts of owners with questionable depth-chart decisions.

In real football, however, Shanahan is known as one of the game's brightest offensive minds. He turns no-name runners into stars and always has receivers running open. It's time to take this 2012 Redskins offense for real.

RG3 is No. 1

Robert Griffin III ran a 4.41 40-yard dash at the Combine. Instead of coddling him, Shanahan is wisely encouraging RG3 to run. In the red zone, the go-to play is a quarterback draw out of the shotgun. Through four weeks, Griffin is fantasy's No. 1 player and it's not a fluke.

Our friend Alf

The comparisons between Terrell Davis and Alfred Morris are reasonable. Both sixth-round picks run with incredible lower-body power and never get tackled by the first guy. Their one-cut styles fit the Shanahan & Son scheme perfectly. Morris, who can reportedly squat 645 pounds, is on pace for 1,504 yards and 16 touchdowns. We've seen Shanahan pull tricks like that before.

Pierre and the X

Pierre Garcon has played one healthy quarter of football this season. He posted a 4/109/1 line in that quarter. Garcon's foot is now getting closer to 100 percent, meaning he's ready to rock as the "X" receiver in Shanahan's offense. It's the playmaking spot — the glamour position. He's a tremendous "buy low" right now.

GETTY IMAGES

▶ Robert Griffin III is fantasy's No. 1 overall player so far.

NFL news

On the Mend

Rashard Mendenhall is expected to make his 2012 debut Sunday, nine months after his ACL surgery. Normally, he'd be eased in with caution. But as Adrian Peterson and Jamaal Charles have shown, it's possible to regain form right away. Mendy projects as a workhorse soon.

NFL pickups

Brian Hartline
WR, Dolphins
Hartline leads all wideouts in yards and is third in targets. The volume will be there.

Jackie Battle
RB, Chargers
Ryan Mathews is going to be a workhorse, but he has to earn trust. Battle starts now.

James Jones
WR, Packers
Greg Jennings' groin injury isn't going away. Jones is inconsistent, but talent is there.

Buy low

GETTY IMAGES

▶ Jones

Target these guys in trades before they blow up:

1. **Julio Jones, WR, ATL** — A hand laceration has bothered Jones in each of the last two weeks. Once 100 percent, he'll return to unstoppable form.
2. **Brandon Lloyd, WR, NE** — Lloyd is 31st among fantasy wideouts so far but is tied for eighth in targets. He'll get on the same page with Tom Brady soon.
3. **Darren McFadden, RB OAK** — The zone-blocking scheme isn't working, but the Raiders have pledged to use their bye week to fix that. McFadden's talent is still elite.

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PHILLIES SEASON REWIND

Calling the 2012 campaign frustrating is the ultimate understatement The Phils could do little right in the first half — with a broke offense, key injuries, bad bullpen However, there were a few bright spots ...

The lost season is over. The Phillies' incredibly disappointing 2012 campaign is in the books after Charlie Manuel's squad was beaten yesterday by the NL East division champion Washington Nationals, 5-1.

So much went wrong this season — mostly in the first half — for a team that flushed $175 million down the toilet. We break it all down (the good and the bad) into five key issues for the boys in red.

1. Offense went bust

It was surprising the Phillies didn't add some bats in the offseason (Josh Willingham, Michael Cuddyer or Jason Kubel were free agents) when the season debut of **Ryan Howard** and Chase Utley was unknown. Add a broken-down Placido Polanco, at third, and John Mayberry Jr, with a resume that screams fifth outfielder, it's no wonder the offense was so unproductive. When the Phillies were behind in the sixth inning or later in the first half of the season, the game was over.

2. Messy bullpen

With the exception of closer Jonathan Papelbon, the 'pen was a disaster during the first half of the season. Michael Stutes missed virtually the entire season with a shoulder injury. Chad Qualls failed. **Antonio 'The Enigma' Bastardo** was nearly as bad this season as he was great in 2011. The Phillies blew a lead with two outs in the eighth seven times. Say no more.

3. Doc was mortal

At the start of spring training it was evident that something was wrong with ace right-hander **Roy Halladay**.

He lost velocity. After six good weeks, Doc needed to see a real doctor. Halladay sputtered and was diagnosed with a strained right lat. His last two starts weren't encouraging. Halladay was ordinary at best this season, and that was a huge problem since the Phillies were counting on their aces to pick up the slack.

4. All hail King Cole

Most of the drama this season revolved around whether **Cole Hamels** would re-sign with the Phillies, leave as a free agent after the season, or be dealt to a contender at the July 31 trading deadline. Not only did King Cole ink a $144 million deal, but he proved he is the hurler the team will lean on. It was one of the few positives in a lackluster year.

5. Future looks bright

Domonic Brown had a chance to start and the once-untouchable prospect looks very much like a work in progress. September call-up **Darin Ruf** impressed with his raw power and potential, while relievers Phillippe Aumont and Justin De Fratus have live arms that could make differences in the seventh inning in 2013.

ED CONDRAN

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Rollins proved to be pleasant surprise in disappointing season

A number of fans and some baseball pundits had issues with Jimmy Rollins' three-year contract extension. The word was that Rollins numbers would sink and there could be health issues for the shortstop with too many miles on the odometer.

As the season ends, it appears that Rollins was a bargain at $11 million a year. Rollins, who is suffering from a calf injury, played in 156 games this season. Rollins has 699 plate appearances, his most since 2009. He will finish as the team leader in homers with 23, the most since his 2007 MVP season. He has more than 100 runs scored, which is the sixth time he has reached the century mark.

"I know I can still do it," Rollins said. "I can still play this game at a high level. I think I proved that this year. I can make things happen at the plate."

And then there is his defense. "I've been doing it out there [at shortstop] for a long time," Rollins said. "I expect to continue doing it for years to come."

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▶ Rollins played in 156 games this season and led the Phillies in home runs with 23.

"I can still play this game at a high level. I think I proved that this year. I can make things happen at the plate." ROLLINS

This is perhaps the most disappointing season of Rollins' career. He really thought he would lead the Phillies back from an extreme deficit in late August to score the second wild-card spot. It wasn't to be, but Rollins put the team on his back for the first two weeks of September. The confidence Rollins exudes is a huge intangible.

62 Walks in 2012 for Jimmy Rollins, a new career high for the swing-happy shortstop.

"That's the way it's always been with me," Rollins said. "I have strong beliefs.

Rollins believes the Phillies can come back strong in 2013.

"If we can be healthy, or healthier than we were this year, with the guys we have, I wouldn't bet against us," Rollins said. "We had a lot of bad luck and a crazy amount of injuries to key players. Hopefully next year we'll catch some breaks with health. If we have that going for us, watch out."

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Phils start cleaning house, expect more changes on horizon

Not making the playoffs for the first time in six seasons will probably lead to a little housecleaning. Following the Phillies' 5-1 defeat yesterday to the Washington Nationals, that's exactly what the front office did.

The Phils fired bench coach Pete Mackanin, hitting coach Greg Gross and first-base coach Sam Perlozzo after the season finale. It is expected that Triple-A Lehigh Valley manager Ryne Sandberg will join the coaching staff in some capacity.

Skipper Charlie Manuel didn't seemed surprised by the moves, saying that some people have to take the blame when things don't go right. Both Mackanin and Perlozzo had been on Manuel's staff since 2009. Gross was in his second tour of duty, after taking over for Milt Thompson midway through 2010.

"We tried a lot of things," Manuel said.

GETTY IMAGES

▶ Pete Mackanin, left, was one of three coaches fired yesterday. He had been with Charlie Manuel since 2009.

Manuel also indicated that he expects more changes to come, specifically on the 25-man roster.

"We're definitely going to have some changes on our roster. How many or what, I really don't know," Manuel told reporters. "We're going to try to get better and get back to compete, win our division and have a chance at the World Series."

Manuel said he had spoken with GM Ruben Amaro Jr. and president Dave Montgomery. Perhaps Amaro will lend further light today, when the general manager is scheduled to address the media. METRO

Nats 5, Phils 1

The Phillies ended the 2012 season with a loss yesterday in Washington. Here are the highlights from that one:

- **Cliff Lee (6-9)** was tagged with the loss after surrendering three runs on eight hits in six innings. He struck out seven, but gave up two solo home runs.
- **Darin Ruf** was credited with the lone RBI after his sac fly scored **Carlos Ruiz**. Ruf had 10 RBIs in only 33 at-bats.
- **The Phils got three doubles,** one from Ruiz, another from **Kevin Frandsen** and a third one from **Nate Schierholtz**.
- **Playing .500 baseball.** The Phils finish with a record of 81-81, marking their worst season since 2002 (80-81).

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